Interest in Viable Transportation Options among Private Vehicle Drivers

BCAA/GVTA Research

Quantitative Phase
July 2004

Presented to:

Greater Vancouver Transportation Authority/TransLink
British Columbia Automobile Association

Burnaby, BC

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Executive Overview

Introduction

TransLink and BCAA (British Columbia Automobile Association) have some common goals:

- Create viable transportation options for GVRD residents
- Increase drivers' satisfaction with the transportation system

The two organizations also share common information needs:

- Understand their constituents'/members' needs and attitudes
- Understand drivers' ability to choose travel alternatives

Market research was commissioned to address these information needs. The study focused on "regular drivers."

- A representative sample of 900 regular drivers who drive at least three times per week for personal reasons (such as driving to work, shopping, etc.)
- A telephone survey and a follow-up (mail-out/callback survey) was completed in July/August 2004.

Executive Summary

Current Attitude toward and Experience with Driving in the GVRD

- Drivers recognize the paradox …
  - Cars offer the possibility of engaging in many activities and leading a full life. In fact, life without a car would be very limiting.
  - But, auto traffic will become a larger problem in future and has the potential to limit the very freedom that drivers hold dear. Many GVRD residents have difficulty coping with congestion now, and have already made some changes to their reliance on the Single Occupant Vehicle.
  - Close to half (43%) of regular drivers do not find it easy to travel around the GVRD by private vehicle.
  - Over eight-in-ten (81%) believe driving conditions in Greater Vancouver will get worse over the next five years.
  - However, drivers strongly believe that
    - *"If I didn't have a car, there are a lot of things I wouldn't be able to do"* (72%).

    and at the same time that …

- *"If there were less people driving alone in their cars, we would all save travel time" (71%).*

- BCAA members' views are the same, and they clearly see the benefits of less reliance on the Single Occupant Vehicle to get around.

Past Experience with Making SOV Changes

- In the past year, most drivers (91%, same among BCAA members) have changed their SOV travel, mainly to save time and money.
  - ***Trip combining*** is the easiest to do. The majority (73%) have ***combined*** SOV trips (trip chaining), mainly to save time.
  - Over half (52%) have ***switched*** SOV trips to an alternative mode at least once, but not necessarily permanently: such as, transit, walking, cycling, carpooling. Recently high gas prices have impacted many drivers.
  - Many (42%) have ***changed the timing*** of their SOV trip to avoid traffic problems.

- Key reasons for reducing SOV trips:
  - Saving time
    - ***Combining*** *trips is motivated primarily by saving time (60%).*
  - Saving money
    - *Saving money is the main reason for* ***switching*** *(38%) and* ***eliminating*** *trips (45%), but also a motivator for* ***combining*** *trips (42%).*

- Secondary reasons for reducing SOV trips:
  - **Fitness** (29% of people who ***switched***)
  - **Environmental** concerns (16% of those who ***eliminated*** SOV trips)

Openness to Making Future SOV Changes

- Drivers were presented with the possibility of combining, eliminating or switching two SOV trips a week.
  - ***Over half (52%)*** of SOV drivers would find making at least one of these changes easy. This does not include the 29% who said that they have already made the change.
  - We know from previous questions that ***over 9-in-10*** have switched, combined or eliminated SOV trips in the past year.
  - We therefore conclude that when asked how easy or difficult it would be to make at least one of the changes to 2 SOV trips a week, ***the 29% who said they had already made the change were resisting further change***. This still leaves us with ***over half***

(52%) of the SOV driver population saying it would be very/somewhat easy to make at least one of these sustainable changes.

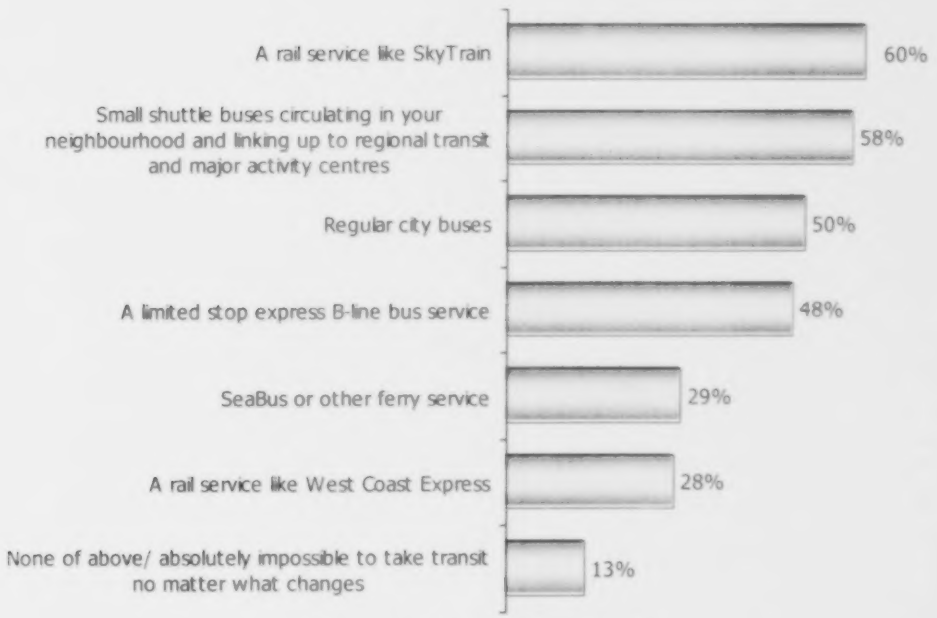
- *Combining* trips would be the easiest *(41%).**
- *Switching* to a sustainable mode (i.e., car/vanpooling, cycling, walking, transit) is the *second easiest (27%).**
- *Eliminating* 2 SOV trips a week would be the *third easiest (18%).**

** Proportions do not include people who say they have already made the change.*

Considerations about Switching to Transit

- Transit modes most likely to consider if switching to transit:
  - The two most popular transit modes with drivers are:
    - "Rail like SkyTrain"
    - "Small shuttle buses circulating in neighbourhoods and linking with regional transit/major activity centres"
  - The widely available regular city buses and B-lines are also likely choices.

Transit Mode Most Likely to Consider Switching to


A rail service like SkyTrain
60%
Small shuttle buses circulating in your neighbourhood and linking up to regional transit and major activity centres
58%
Regular city buses
50%
A limited stop express B-line bus service
48%
SeaBus or other ferry service
29%
A rail service like West Coast Express
28%
None of above/ absolutely impossible to take transit no matter what changes
13%

Base: Total SOV for any trip purpose (n=761)

*Q.5i) To which of the following types of transit would you be most likely to consider switching one or two of these [**most** frequent type] trips if you were able to make that change?*

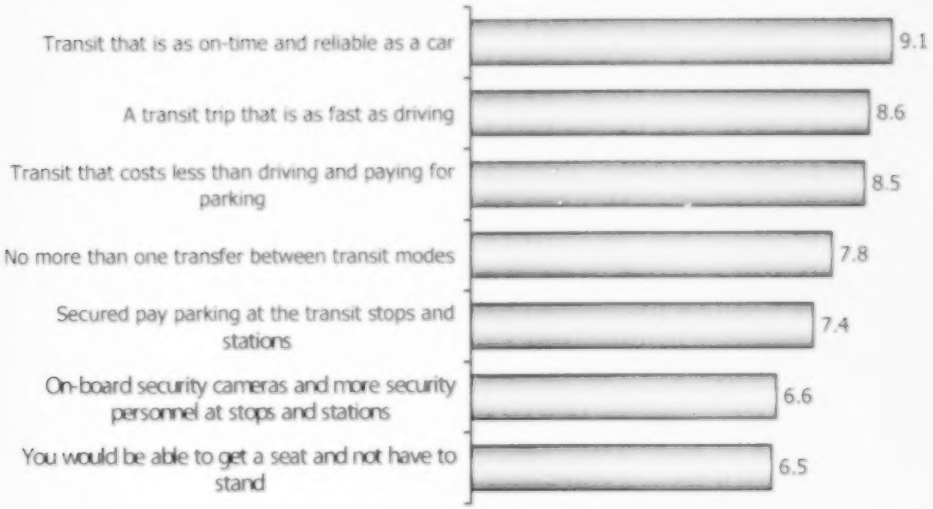
- Comfort or convenience required to switch to transit:

  The main changes needed for people to consider switching one or two trips to transit are:

  - more frequent service
  - transit stops would have to be closer
  - more availability of fast/express services
  - more direct routes

- Factors that would drive the transit choice:

Importance of Transit Improvements


Transit that is as on-time and reliable as a car
9.1
A transit trip that is as fast as driving
8.6
Transit that costs less than driving and paying for parking
8.5
No more than one transfer between transit modes
7.8
Secured pay parking at the transit stops and stations
7.4
On-board security cameras and more security personnel at stops and stations
6.6
You would be able to get a seat and not have to stand
6.5

Mean scores based on 10-point scale:
1 = Not at all important and 10 = Very important.

Base: Total SOV for any trip purpose who would consider switching one or two of their trips to transit (n=660)

Q.6) How important are the following improvements for you to consider switching one or two more trips to transit?

Current Attitude about Value Provided

- Rating of value provided by TransLink:
  - Drivers are divided in opinion about the value of their TransLink transportation dollar.

Positive perception 42% vs. Weak perception 54%

Rate Value for Money

Base: Total regular drivers (n=900)

Q.9) Thinking of some of the transportation services that have been delivered by TransLink, how would you rate the value for money you receive for your transportation dollar?

Transportation Improvements

- Awareness of improvements made by TransLink:
  - Most drivers know of recent TransLink initiatives:
    - SkyTrain Millennium Line (92%)
    - B-lines (68%)
    - Several million $ road/bridge improvements (55%)
    - Other improvements, e.g., Community shuttles (43%), AirCare, HandyDART, car/vanpool (43%)
  - BCAA members support advocacy for both road/bridge and transit projects:
    - More Fraser River crossings (25%)
    - Better public transit (17%)
    - RAV line (16%)

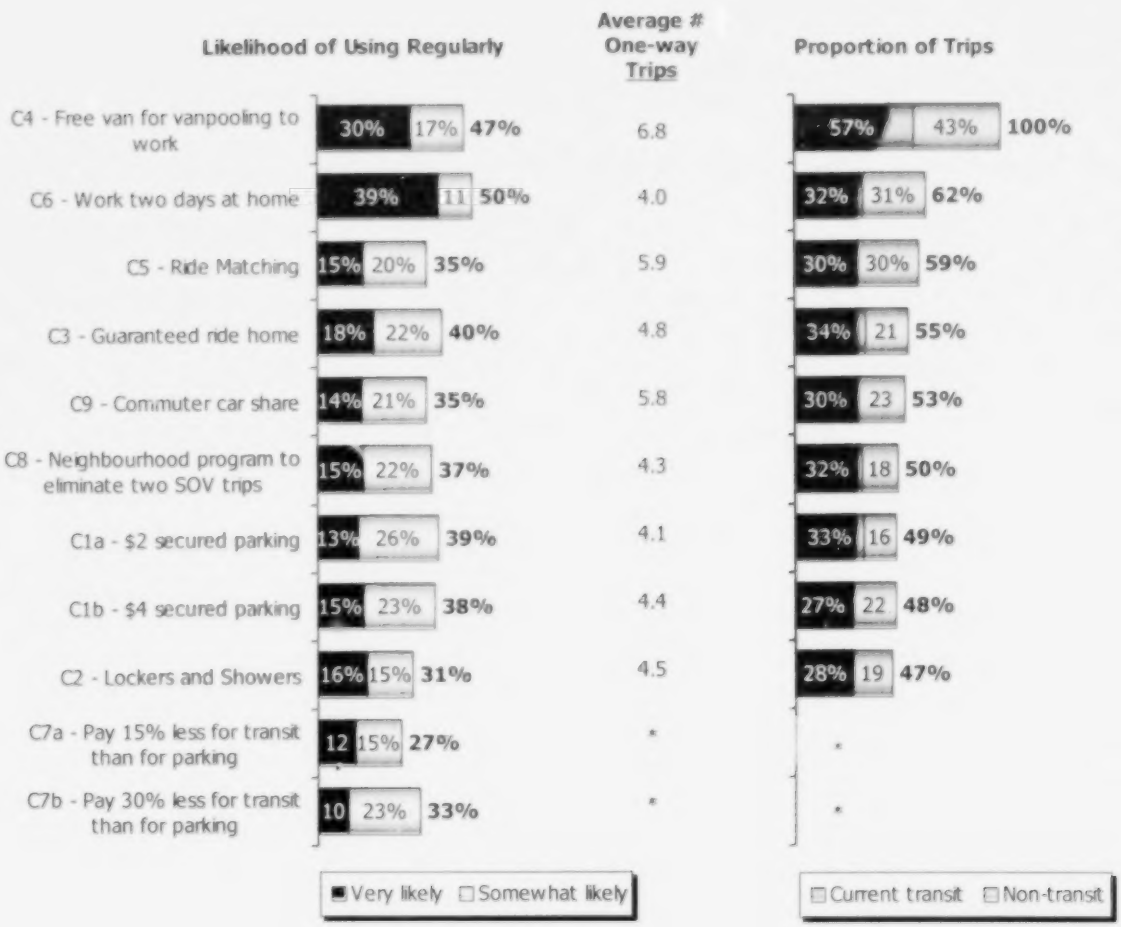
Reaction to Travel Choice Initiatives

- SOV drivers (to work or school) express considerable interest in most of the travel choice initiatives presented, particularly …

Q.3a) How likely would you be to use [CONCEPT] instead of driving alone without passengers at least once a month on a regular basis? Would you say you are: very likely, somewhat likely, not very likely or not at all likely to use it?

Q.3b) How many one-way trips in an average week or month do you think you would [switch to/use…]?

Base: Total Potential Commuter Market for specific concepts.



Likelihood of Using Regularly Based on Total Potential Commuter Market.

Average # One-Way Trips per Week: Based on Total Very or Somewhat Likely to Use the Proposed service.

Proportion of Trips: Based on INDEX – C4 – "Free Van for Vanpooling to Work" trip volume estimate.

** Proportion of SOV trips switched/reduced: indexed to total trips for #1 concept "Free van for vanpooling to work"*

Conclusions

- Close to one half of Greater Vancouver drivers are finding it difficult to drive under current conditions and a large majority expect the situation to get worse. And yet, they are very reliant on their cars.
- Over 7-in-10 drivers in this study agree that if there were fewer single occupant vehicles on the road, we would all save travel time. Drivers reflect a great deal of readiness to try alternatives to the Single Occupant Vehicle.
- The readiness to consider travel choice initiatives is reflected by the fact that most SOV drivers have already made some changes in the past year to cope with congestion and recent high gas prices.
    - When asked how easy it would be to change one or two SOV trips per week, over half (52%) say at least one of the changes proposed would be "very or somewhat easy" and another 29% stated that they have already made the change.
    - Furthermore, 57% of regular drivers are strongly concerned about global warming, and in total 82% are concerned. When asked about the cause, the largest group of drivers (44%) attributes air pollution and global warming to private vehicles for personal use.
- The time is right for a major travel choice program, comprising a number of components delivered together with significant communications support and high profile leadership.
    - Such a campaign would achieve short-term results, while TransLink works on delivering the more direct, reliable, fast and frequent service people say they want in this research, as well as more rail, B-Line, community shuttle and regular bus service.
    - The target of the campaign could be the 2 SOV trips per week for which people say it would be very/somewhat easy for them to consider alternatives. It could feature the total impact on Greenhouse Gases, if everyone made these changes. Many people indicate Greenhouse Gases are a major concern for them.
    - (Note: The research suggests that the time is right for TransLink's Travelsmart program, in which up to 3,000 GVRD households will be reached in 2005 with one-on-one trip planning to help them work toward changing 2 SOV trips per week.)
- The following research findings could inform a commuter choice strategy:
    - Three-quarters (73%) of drivers do trip ***combining*** or chaining, and this likely would be the easiest thing for them to do in the future. Trip combining would be the ***easiest change for 41% of SOV drivers in the future***, mainly as a way to save time, but also as a way to save money.

- The second most common change people have made in the past year to cope with worsening driving conditions is ***switching (52%)*** one or two trips per week to car/vanpooling, transit, walking or cycling. Switching one or two SOV trips to a sustainable mode would be the second easiest change to make in the future ***(for 27% of SOV drivers)***.

- The third easiest way to further reduce reliance on SOV travel would be ***eliminating (18% of SOV drivers)*** one or two trips per week, done by one-third of regular drivers in the past year. Eliminating more trips would be mainly motivated by ***saving money***. The easiest trips to eliminate would be ***entertainment, social and recreational trips.***

- Evidence that drivers are ready to eliminate more trips is consistent with the finding that ***working two days at home*** has the second highest trip volume potential of any of the travel choice initiatives tested in this research, in terms of number of SOV trips to work or school that could be eliminated with a travel choice initiative.

- Large numbers of drivers (43%) have already, in the past year, ***changed the time they travel "to avoid congestion"*** and would undoubtedly be open to communications suggesting they think about how they could do more of this.

➢ ***Travel Choice Initiatives: 9 travel choice initiatives were tested*** in this study to identify the number of SOV trips that would be converted to either car/vanpooling, transit, walking or cycling with the initiative. While many of the tested travel choice initiatives are currently supported by TransLink, these results could help prioritize future resource allocation.

- The ***"free van" provided by the employer*** to enable vanpooling with co-workers, with employees paying fuel and insurance costs, being picked up at home and using HOV lanes, offers the ***greatest potential for growth of sustainable modes***.

- The ***second*** largest potential for moving SOV trips to sustainable choices is ***working 2 days from home.***

- The third highest potential as measured by trip volume is ***local ride-matching service***, by calling a 1-800 number, or registering on-line to match you with people in your neighbourhood, or on your route, who would be travelling to and from the same destination at the same time each day so that you could car/vanpool together.

- ***The remaining 6 initiatives, with the exception of employers charging 15% less for a transit pass than they would for parking, all offer good SOV trip reduction potential, if properly resourced.***

➢ When resources become available, these initiatives offer additional potential to reduce congestion as part of a multi-pronged travel choice program with strong communications support.

In sum

- The benefit of fewer single occupant trips as a way to reduce congestion makes sense to drivers, although it is not the first thing that comes to mind.
- Reducing congestion with fewer SOV trips is a benefit that drivers clearly understand and that they agree with; however, communications would need to underscore this benefit.

Foreword

Background

TransLink and BCAA recognize that they have a common goal of creating viable transportation options for GVRD residents. The two organizations also share some common information needs. As the BCAA membership is broadly based and reflects the spectrum of area residents, it is not surprising that BCAA members are interested in road improvements and many have in the past expressed a willingness to try alternative transportation options, if they were available. TransLink is continually seeking ways to encourage a variety of transportation choices to relieve congestion and to build a better transportation network that answers the needs of all types of residents. Both organizations wish to better understand the needs and attitudes of their constituents in an effort to offer greater user satisfaction and greater efficacy of the system as a whole. Accordingly, they have jointly commissioned qualitative and quantitative research to explore GVRD residents' receptivity to transportation alternatives. (The qualitative phase of research was reported in September 2003).

Research Objectives

The scope of this quantitative study is broad in that it intends to capture the sentiments of residents who currently drive a private vehicle for personal reasons at least three times a week with regard to their ability to make changes in their travel choices, as well as assess their attitudes toward the current system, how they use it and whether there are opportunities to interest current Single Occupancy Vehicle (SOV) users in alternative transportation methods and strategies.

More specifically, the research objectives are as follows:

- Capture the purpose (work, school, shopping, entertainment and personal business)and mode of travel for current travel in a typical week, for the most frequent, next most frequent and least frequent type of trips

- Identify ability to shift one or two SOV trips per week to transit, car/vanpooling, cycling or walking and the ability to combine or eliminate SOV trips for most frequent trip, and for other types of trips made in a typical week

- Identify which types of trips are easiest to shift to sustainable modes, and why

- Identify proportion of drivers who have within the past year reduced their local travel or switched some trips to sustainable modes, and what prompted that change

- Describe in-depth the type of transit service that would have to be available in one's neighbourhood and other changes that would have to occur in one's life to make it possible to shift one or two trips to transit, and to switch all of one's most frequent trip to transit

- Test potential for a series of travel choice options to switch one or more single occupant vehicle trips per week, expressed as total trips diverted from SOV to transit, to car/vanpooling, to cycling and walking alone or in combination with SOV

- Test awareness of new Millennium Line, B-Line and community shuttle services

- Identify attitudes toward private auto and transit use

- Measure the extent to which BCAA members feel that their transportation dollars have been well invested in transit

- Measure level of concern about global warming and Greenhouse Gases

- Measure awareness of largest single source of carbon dioxide pollutants and Greenhouse Gas emissions in Greater Vancouver – cars, vans and light trucks, transport trucks and buses, or industry

- Profile present and potential switchers and non-switchers

Methodology

A random telephone survey was conducted across the GVRD among residents 16 years of age and over. Respondents were screened for driving at least three times per week for personal reasons, such as driving to work or shopping. Persons who fulfilled this criterion continued with a full survey. Non-qualifiers were asked some basic demographics only, for sample weighting purposes. This resulted in a total of 1,461 interviews with qualifying and non-qualifying residents in order to achieve a total of 900 interviews with qualifying drivers. Transit users and BCAA members fell out in proportion to their approximate incidence in the greater population.

Due to questionnaire length, a subsequent, second quantitative phase to test nine travel choices concepts was completed with 327 drivers who travel to work or school at least once per week by Single Occupancy Vehicle (SOV). Respondents were recruited by telephone from the Phase 1 survey households described above and from the Mustel Group Omnibus survey. A breakdown of the source of completions and response rates are appended. They were

mailed a one-page concept sheet briefly describing key details of nine transportation concepts. A telephone callback interview was completed to collect their opinions.

The Phase 1 telephone survey sample was weighted to the 2001 Statistics Canada census distribution for the GVRD, to match the overall population on the basis of age within gender and region. The qualifying sample of regular drivers thereby fell out in their correct proportion in the overall population. For Phase 2, since respondents were recruited from a random selection of households, but known statistics were not available for the recruiting criteria, the completions were weighted to match the gender, age and regional distribution of total eligible SOV drivers to work/school from the Phase 1 study (including those who did not agree to participate in Phase 2).

Sample Selection

The sample frame consisted of all households in the GVRD study area, drawn from the Telus/Verizon database of residential listings. Up to five calls were made in an attempt to obtain a completed interview with the selected household/individual, reducing the effect of possible non-response bias.

Data Collection

Interviews for the first quantitative phase were completed June 28 to July 11, 2004 from Mustel Group's CATI (Computer Assisted Telephone Interviewing) centre, where trained telephone field staff is continuously supervised and monitored. Fieldwork was conducted weekday evenings and Saturday daytime. The second phase of research involved recruitment on the June 10-17 and July 2-8 Omnibus surveys, a mail-out process and telephone callback, conducted July 6 to August 14, 2004.

Copies of the questionnaires and concept mail-out used in this study are appended.

Base sizes shown in graphs and tables reflect actual (rather than weighted) number of interviews completed. The following notations are used to indicate numerical differences in summary tables of this report (at the 95% level of confidence).

Significantly higher ▲ Directionally higher △ Significantly lower ▼ Directionally lower ▽

Significantly higher means that there is less than 5% probability of the results occurring by chance.

Detailed Findings

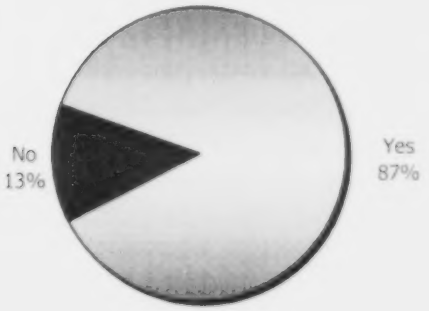
1.0 Current Travel Habits

1.1 Incidence of driving regularly for personal reasons

Of persons 16 years of age and over in Greater Vancouver (Greater Vancouver Regional District), we find that 87% report holding a ***valid driver's license***. The rate is higher:

- Among men than women (90% and 84%, respectively),
- Among those 35-64 years of age and over compared to their younger and older cohorts (91% versus 80% of those under 35 years and 83% of those 65 years and over)
- Among some suburban residents (91-92% for Surrey/White Rock/Delta/Langley/Pitt Meadows/Maple Ridge and the North Shore versus 82-86% for City of Vancouver/UEL, Burnaby/New Westminster/Richmond and Northeast Sector residents)
- (All BCAA members interviewed were licensed drivers.)

Currently Hold Driver's Licence



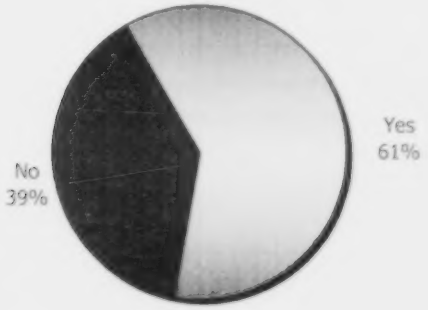
Base: Total GVRD residents (n=1,461)

Q.B) First of all, do you currently hold a valid driver's license?

Qualifiers for this study were defined as those who *drive* a car, van or truck in Greater Vancouver ***for personal use at least three times per week***. In total, 61% of all residents 16 years of age and over (or 72% of licensed drivers) fulfill this criterion.

Among BCAA members, 78% drive at least three times a week for personal reasons.

Drive at Least 3 Times per Week for Personal Use



Base: Total GVRD residents (n=1,461)

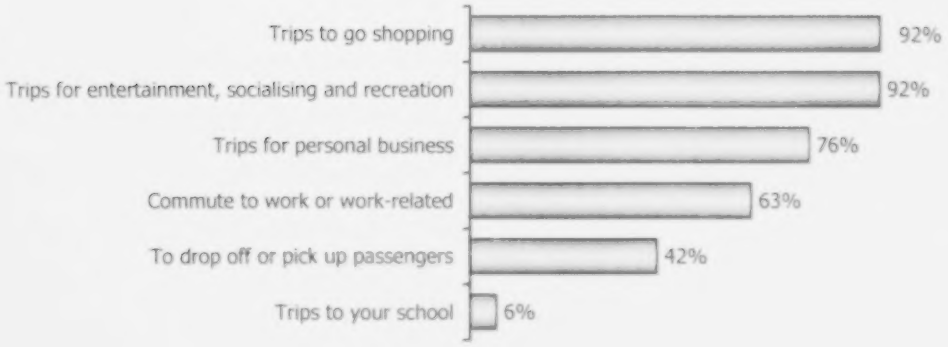
Q.E) Do you drive a car, van or truck in Greater Vancouver at least three times per week for personal use, such as driving to work, shopping, etc.?

As might be expected, qualifying residents for this study tend to be from households with two or more vehicles (65%,, compared to 53% of total GVRD residents aged 16 and over).

1.2 *Types of trips made in typical week*

Nearly everyone makes trips in a typical week for shopping and for entertainment/ recreation/socializing (over 9-in-10 residents). Personal business trips and commuting to work/to school follow next (with around 7-in-10 residents traveling for each of these purposes). Picking up and/or dropping off other passengers is reported by less than half (about 4-in-10 residents).

Types of Trips Made in a Typical Week



Base: Total regular drivers (n=900)

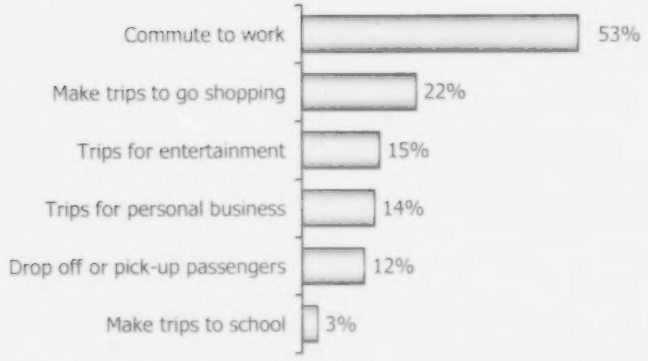
Q.1a) Which of the following trips do you make in a typical week?

Not surprisingly, due to the membership's older age profile, BCAA members are somewhat less likely to be commuting to work (56% members vs. 68% among non-members).

1.3 *Most/least frequent trip purposes*

Most frequent trip: Commuting to work trips are the most frequently made trip type, according to over half of residents. Considerably fewer say that their most frequent type of trip is for shopping, followed by entertainment/recreational/social reasons, personal business and dropping-off/picking-up passengers.

Types of Trips Make Most Often

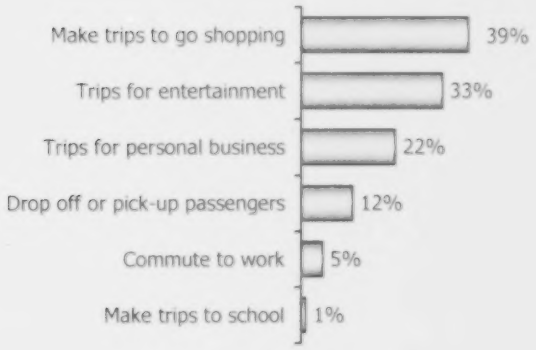


Base: Total regular drivers (n=900)

Q.1b) Which type of trips do you usually make most often?

Next most frequent trip: Respondents name a variety of trips types as the next most frequently made. Shopping emerges as the next most frequent trip type, followed closely by entertainment/recreational/ social trips.

Types of Trips Make Next Most Often

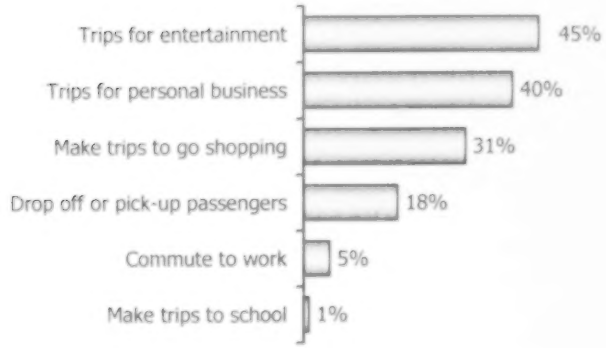


Base: Total regular drivers (n=900)

Q.1c) Which type of trips do you usually make next most often?

Least frequent trip: Entertainment/recreational/social travel is most commonly reported as the least frequent trip in a typical week, followed closely by personal business. Shopping is third in this ranking of the least frequent trip purpose.

Types of Trips Make Least Often



Base: Total (n=900)

Q.1d) Which type of trips do you usually make least often?

1.4 Usual mode of travel by trip purpose

For each trip purpose in a typical week, respondents were asked what mode of travel they usually use. As expected, auto travel clearly dominates with single occupant vehicle (SOV) as the most typical mode for many purposes (commuting to work, to school, personal business). Major exceptions are for passenger pick-up/drop-off trips, of course, and for entertainment/ recreational/social trips, where carpooling is the predominant method. But, carpooling is also popular for shopping trips, where people often are accompanied by others.

Work commuting/related trips: Among residents who drive a private vehicle for personal reasons at least three times a week, a high proportion of those who travel to work in a typical week report commuting alone in their vehicle (71% SOV). In total, about 7% name transit, alone or in combination with other modes, as their typical travel method for commuting to work, while just 2% cycle the whole way. South of the Fraser East residents are the most likely to use automobile only for commuting, while the North Shore has the largest contingent of car/vanpoolers (34% for commuting or work-related travel).

School-commuting trips: Among qualifying students (who drive for personal reasons at least three times a week), SOV use to school is also quite high (61%). Transit alone or in combination with other modes is mentioned by 17%. Other modes include carpooling by 12% of students, cycling the whole way by 6% and walking the whole way by 3%. Note that while U-Pass holders comprised 34% of the sample of student qualifiers (aged 16+), the study was conducted in June/July and therefore, may not reflect the full impact of U-Pass.

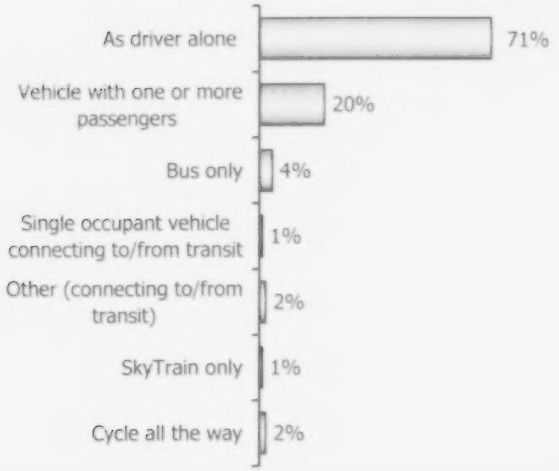
Shopping trips: Typically, shopping trips are divided between traveling alone and being accompanied by others, with SOV in the lead (53% driving alone versus 42% for carpooling). Other modes of travel are rare, including walking the whole way (3%), transit (1%) and cycling the whole way (1%).

Entertainment/recreational/social trips: These trip purposes, largely being social to begin with, are most commonly in the company of others. Therefore, it is no surprise that carpooling is the dominant mode (76% of travelers on this type of trip). SOV use is somewhat higher among singles (33%) and the older segment (27% SOV among those 55 years and up, versus about 18% among qualifying drivers in total).

Transit use is mentioned by only 4% (alone or in combination) and other methods receive negligible mention (2%).

Personal business trips: The pattern for personal business trips is most like work commuting, but slightly more are traveling alone in a single occupant vehicle (78%). Carpooling is the second most used mode of travel, reported by 16%, and other methods currently receive little use for these types of trips among the driving population.

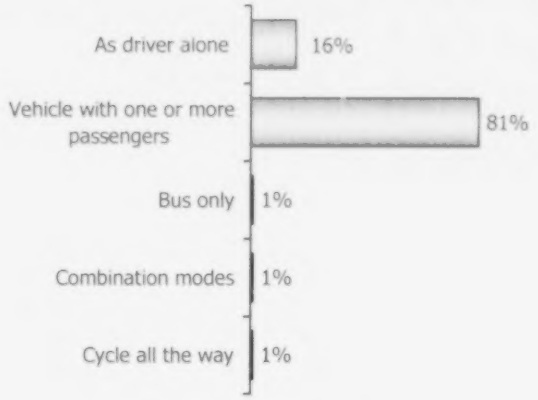
Main Mode of Transportation
- Commuting to Work or Work-related Trips -



Base: Total who have work full-time or part-time outside the home and commute to work or make work related trips in a typical week (n=542)

Q.1e) What is the main mode of transportation you usually use for commuting to work or work-related trips?

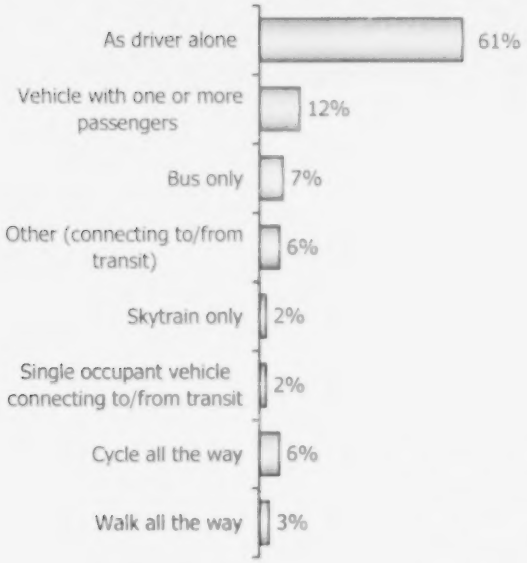
Main Mode of Transportation
- Drop off or Pick up Passenger Trips -



Base: Total who make drop off or pick up passengers trips in a typical week (n=369)

Q.1e) What is the main mode of transportation you usually use for dropping off or picking up passengers trips?

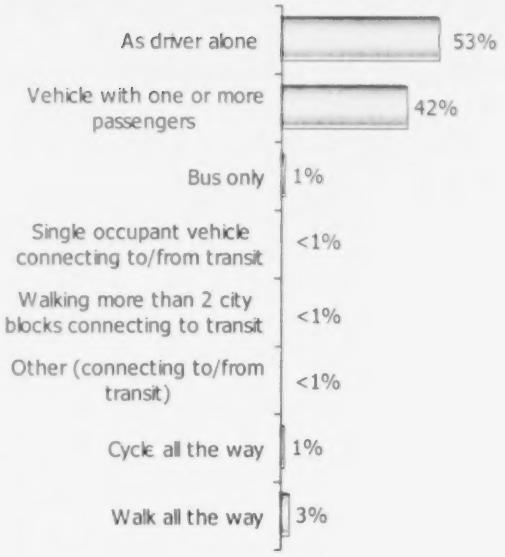
Main Mode of Transportation
- Trips to School -



Base: Total people who go to school full-time or part-time and make trips top their school in a typical week (n=46)

Q.1e) What is the main mode of transportation you usually use for your trips to school?

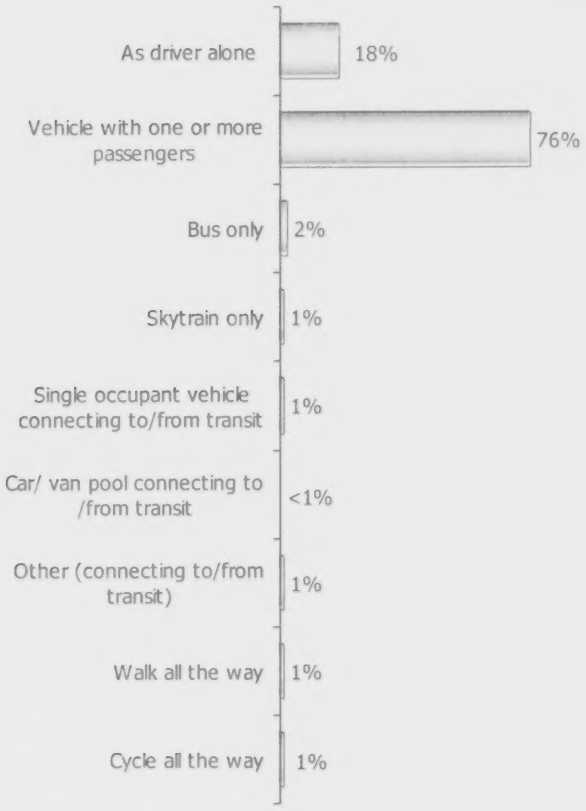
Main Mode of Transportation
- Shopping Trips -



Base: Total who make shopping trips in a typical week (n=829)

Q.1e) What is the main mode of transportation you usually use for your shopping trips?

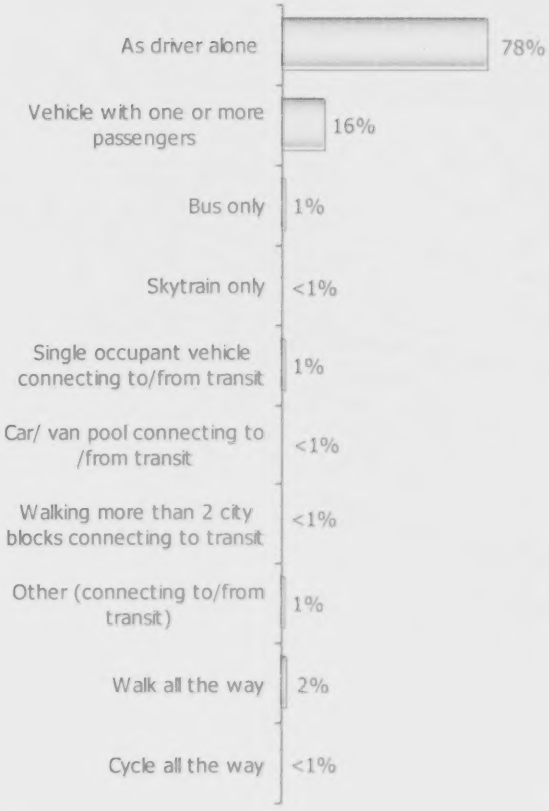
Main Mode of Transportation
- Entertainment/Social/Recreational Trips -



Base: Total who make trips for entertainment/ socializing and recreation in a typical week (n=824)

Q.1e) What is the main mode of transportation you usually use for your trips for entertainment, socializing and recreation?

Main Mode of Transportation
- Personal Business Trips -



Base: Total who make personal business trips in a typical week (n=688)

Q.1e) What is the main mode of transportation you usually use for your personal business trips?

2.0 Past Year Changes in Single Occupant Driving

2.1 Incidence of changes in single occupant driving

Qualifying drivers were asked if they had made any of the following changes in the past year for Greater Vancouver trips where they drive alone:

- combined regular trips where you drove alone without passengers (SOV trips), so that you make several stops in one outing
- switched any regular (SOV trips), to using some other modes, such as transit for all or part of the trip, walking all the way, cycling or traveling in a vehicle with another person
- eliminated any regular SOV trips
- changed the time of day traveled by SOV in order to avoid traffic problems

Volatile gas prices in the past year and particularly the record highs in recent months likely have had an impact on SOV use. As a result, nearly all regular drivers (92%) claim to have made some sort of change in their SOV travel during the past year with the combining of SOV trips (trip-chaining) being the most common (73%), and perhaps the easiest to implement.

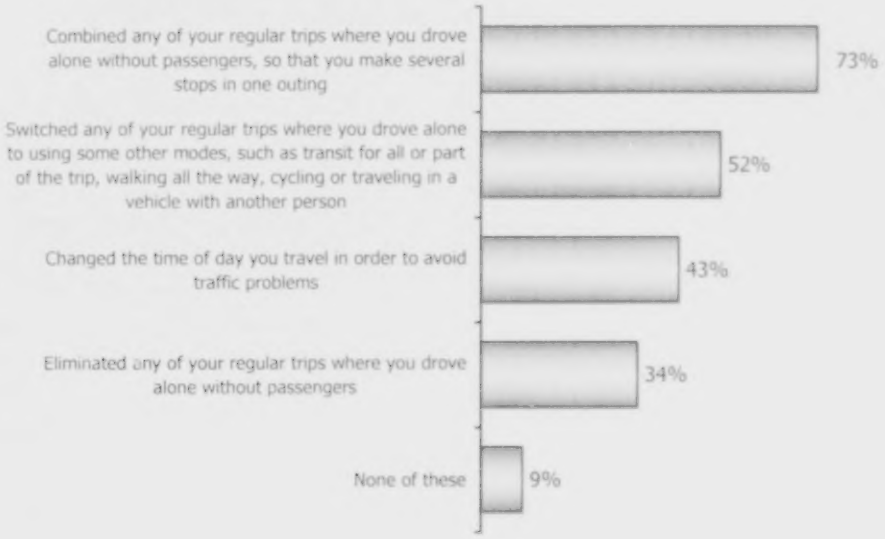
Over half say that they have switched a regular SOV trip to using another mode for all or part of the trip, indicating the extent to which drivers are already accustomed to substituting alternative modes of travel. Past month transit users are more predisposed to switching modes (71% have done so), but even the less frequent transit users and non-users of transit (more than one year ago/never) appear to have made environment-friendly mode shifts in the past year – 50% and 31%, respectively.

Additionally, fully one-third of drivers claim to have eliminated SOV trips altogether and another large segment (over 4-in-10) changed their SOV travel times to avoid traffic problems.

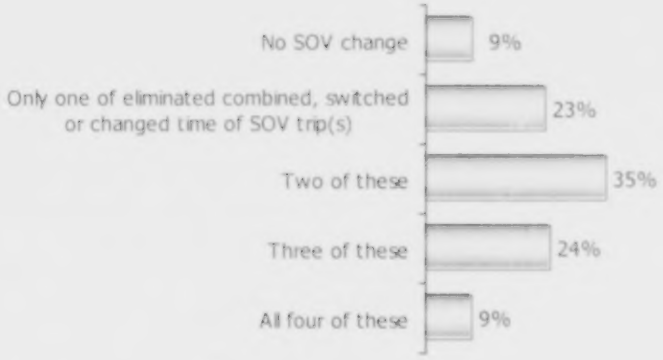
Overall, the patterns are the same for BCAA members and non-members. Regionally, Vancouver/UEL residents are more apt to have switched to alternative modes than are residents of the other GVRD regions (64% of City residents versus 45-52% of residents in other areas). Those who work part-time or from home are more likely to combine trips (81%), while retired people have greater flexibility with time and are the most likely of all to change the time of day they travel to avoid traffic problems (63% changed time).

All of these findings suggest that the market will be receptive to the notion of giving more thought to the trips they make. This bodes well for efforts to further encourage people to sometimes choose other transportation alternatives.

Past Year Changes in Auto Travel Patterns


Combined any of your regular trips where you drove alone without passengers, so that you make several stops in one outing
73%
Switched any of your regular trips where you drove alone to using some other modes, such as transit for all or part of the trip, walking all the way, cycling or traveling in a vehicle with another person
52%
Changed the time of day you travel in order to avoid traffic problems
43%
Eliminated any of your regular trips where you drove alone without passengers
34%
None of these
9%

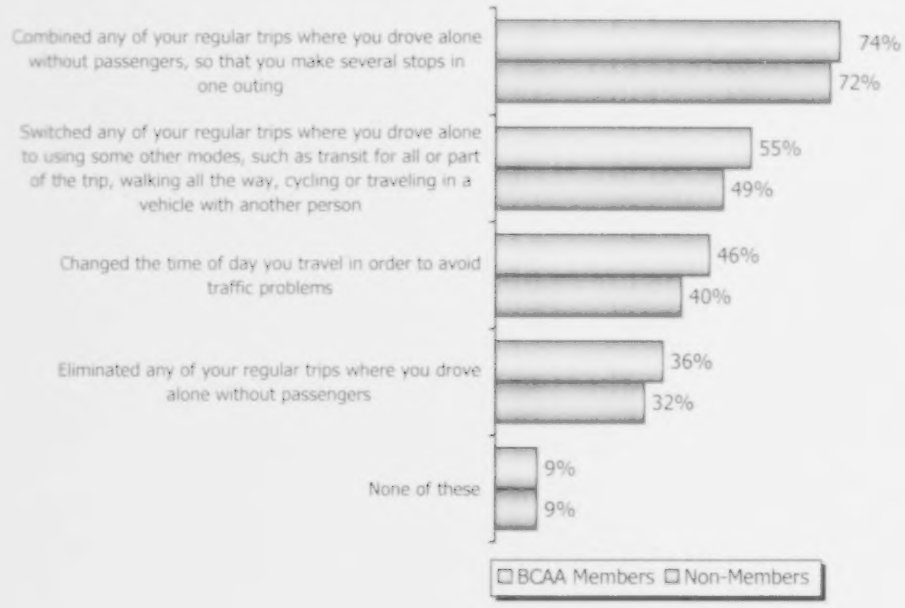
Past Year Changes in SOV Travel
- Summary -



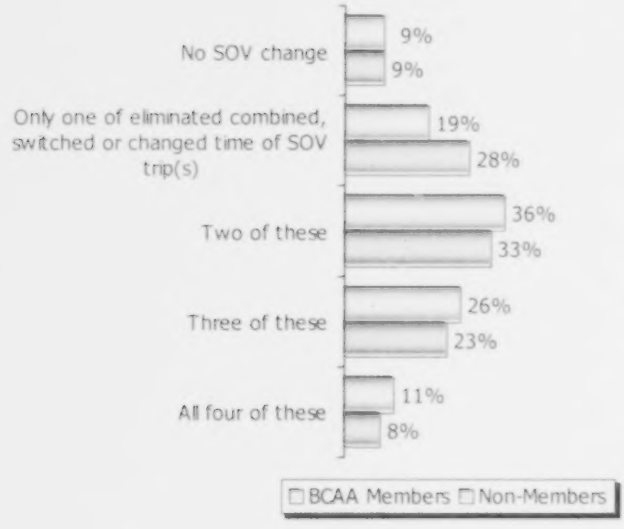
Base: Total regular drivers (n=900)

Q.2) Thinking of your trips within Greater Vancouver where you drive alone in a vehicle, within the past year have you done any of the following: Eliminated any of your regular trips where you drove alone without passengers? Combined any of your regular trips where you drove alone without passengers, so that you make several stops in one outing? Switched any of your regular trips where you drove alone to using some other modes, such as transit for all or part of the trip, walking all the way, cycling or traveling in a vehicle with another person? Changed the time of day you travel in order to avoid traffic problems?

Past Year Changes in Auto Travel Patterns among BCAA Members and Non-members


Combined any of your regular trips where you drove alone without passengers, so that you make several stops in one outing
74%
72%
Switched any of your regular trips where you drove alone to using some other modes, such as transit for all or part of the trip, walking all the way, cycling or traveling in a vehicle with another person
55%
49%
Changed the time of day you travel in order to avoid traffic problems
46%
40%
Eliminated any of your regular trips where you drove alone without passengers
36%
32%
None of these
9%
9%
BCAA Members
Non-Members

Past Year SOV Changes
- Summary -



Base: Total regular drivers (n=900)

Q.2) Thinking of your trips within Greater Vancouver where you drive alone in a vehicle, within the past year have you done any of the following: Eliminated any of your regular trips where you drove alone without passengers? Combined any of your regular trips where you drove alone without passengers, so that you make several stops in one outing? Switched any of your regular trips where you drove alone to using so sansit for all or part of the trip, walking all the way, cycling or traveling in a vehicle with another person? Changed the time of day you travel in order to avoid traffic problems?

2.2 *Switching SOV trips*

Reasons for switching SOV trips to alternative modes

- Saving money is the most commonly mentioned motivator for switching away from SOV trips.
- Other reasons include getting more exercise, time-saving/convenience factors and, to a lesser extent, environment/pollution reduction and traffic congestion.
- Choosing ***not*** to drive is mentioned by a small minority (dislike driving, avoid drinking and driving and that transit it better/safer in bad weather – 2-3% each).
- Non-members of BCAA are more likely to say that they switched to other modes in order to save money (43% of non-members vs. 32% of BCAA members).
- City of Vancouver residents mention exercise as a motivator more than do other area residents (38% of City residents vs. 22-25% in other areas).
- Students and part-time workers are motivated than others to save money (55% and 49%, respectively), while for retired people convenience and avoiding parking hassles are the primary reasons to switch (41% in total).

Purpose of SOV trips switched

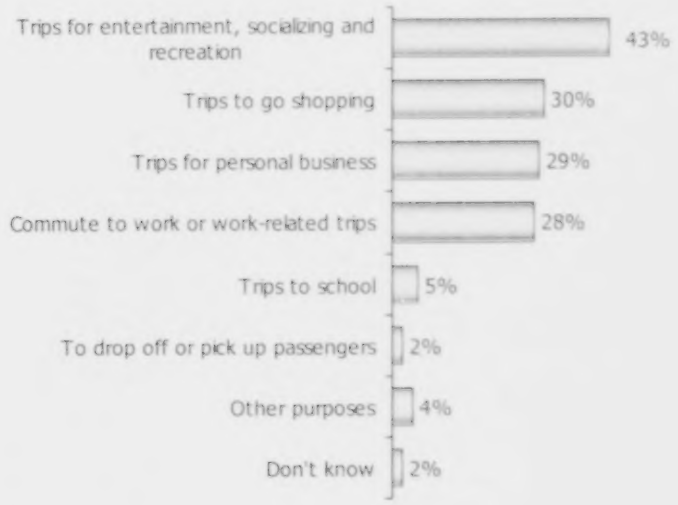
- Entertainment/social /recreational trips are the most commonly converted from SOV to alternative modes (by 43% of switchers).
- Shopping, personal business and work commuting trips are also frequent candidates for switching (each shifted to another mode by about 30% of switchers).
- Patterns are relatively consistent by BCAA member/non-member and by region.

What Prompted Changes to Switch from SOV to Other Modes

	Total who Switched in Past Year (464) %
Save Money	**38**
Save on gas/ reduce gas consumption/ save on vehicle costs	27
Save parking costs	12
Saves money	3
Exercise/ for fitness/ enjoy the weather	**29**
Save time/ convenience/ can do other things/ hassle	**24**
Avoid parking problems/ hassles	10
More convenient	3
Saves time	5
New/ more convenient access to SkyTrain	2
Spend time with friends/ sociability	3
More efficient to combine multiple errands in one trip/ better time management	1
Can do other things on transit	1
Transit is more convenient	4
To use HOV lane	<1
Environment/ reduce air pollution	**13**
Traffic Congestion	**8**
Other	
Able to carpool/ share rides with other	6
Used transit because car not available/ someone else is using my car	5
Change in home/ life conditions	3
Don't like driving/ prefer not to drive	3
Change in employment conditions	2
Avoid drinking and driving/ I use transit if I've been drinking/ will be drinking	2
Transit is better/ safer in bad weather	2
I have just got a U-pass	1
Miscellaneous	6
Nothing specifically	4
Don't know	1

Q.3a) Specifically, what prompted you to make this change or changes?

Purpose of the SOV Trip Switched



Base: Total switched from SOV travel in past year (n=464)

Q.3b) What was the purpose of the trip that you switched to another mode?

Main Reasons for Switching to Non-SOV Mode

	Total Switched Modes (464) %	Membership: BCAA Members (238) %	Membership: Non-Members (222) %	Region: City of Van (151) %	Region: Bby/NW Rmd (104) %	Region: North Shore (42) %	Region: NES (40) %	Region: South Fraser East (127) %
Save money	38	32	43 ▲	35	44	41	30	38
Exercise	29	32	26	38 ▲	22	25	24	25
Save time/ convenience/ do other things	24	25	23	21	27	21	36	24
Environment/ air	13	14	12	15	11	24	5	13
Traffic congestion	8	9	8	6	7	6	7	13

Base: Total switched from SOV travel in past year.

Q.3a) Specifically, what prompted you to make this change or changes?

Purpose of Trips Switched to Non-SOV Mode

	Total Switched Modes (464) %	Membership: BCAA Members (238) %	Membership: Non-Members (222) %	Region: City of Van (151) %	Region: Bby/NW Rmd (104) %	Region: North Shore (42) %	Region: NES (40) %	Region: South Fraser East (127) %
Entertainment/ social/ recreation	43	45	42	38	49	30	47	49
Shopping	30	32	27	37	27	25	25	26
Personal business	29	31	28	32	30	18	21	32
Commute to work/ work-related	28	26	30	22	33	42	25	26
Commute to school	5	3	7	8	5	2	5	2
Drop off/ pick up	2	2	1	3	-	5	-	2
Other	4	4	3	4	2	9	5	2
Don't know	2	2	3	4	2	3	2	-

Base: Total switched from SOV travel in past year.

Q.3b) What was the purpose of the trip that you switched to another mode?

2.3 *Eliminating SOV trips*

Reasons for eliminating SOV trips

- Saving money is the primary motivator for elimination of trips.
- Secondary reasons are time-saving/convenience and environmental benefits,
- And, to a lesser extent, exercising for fitness and enjoyment and traffic congestion.
- Saving money on gas consumption is the key reason for trip elimination among BCAA members and non-members alike.
- Exercise is noted by City of Vancouver/UEL residents to a much greater extent than by residents of other GVRD areas (19% in the City vs. 2-7% elsewhere).
- While saving money is the key reason for retired people, they mention traffic congestion more than other demographic segments (12%).

Purpose of SOV trips eliminated

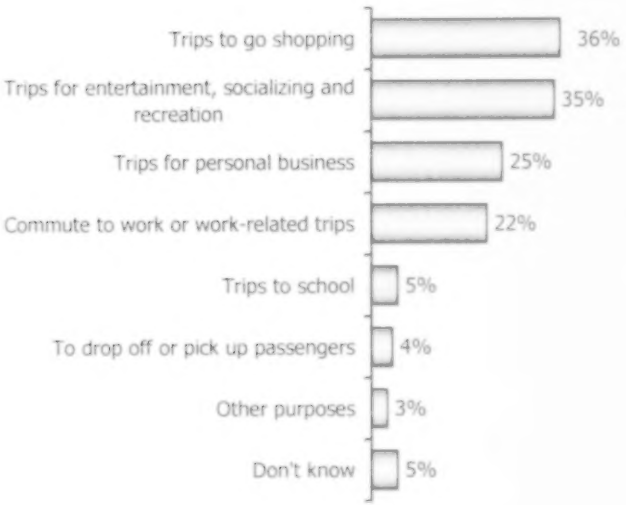
- Shopping and entertainment/social /recreational trips are the top two types of trips eliminated (by 35-36% of those who eliminated SOV trips).
- Personal business and work commuting trips are the next most likely to be eliminated (by about 22-25% each).

What Prompted Changes to Eliminate SOV Trips

	Total Eliminated SOV Travel in Past Year (301) %
Save Money	**45**
Save on gas/ reduce gas consumption/ save on vehicle costs	40
Save parking costs	5
Saves money	1
Save time/ convenience/ can do other things/ avoid hassle	**18**
Saves time	5
Avoid parking problems/ hassles	4
More efficient to combine multiple errands in one trip/ better time management	4
Transit is more convenient/ access to SkyTrain	4
Can do other things on transit	1
To use HOV lane	1
Environment/ reduce air pollution	**16**
Exercise/ for fitness/ enjoy the weather	**9**
Traffic Congestion	**6**
Other	
Able to carpool/ share rides with other	10
Change in employment conditions	7
Change in home/ life conditions	4
Spend time with friends/ sociability	2
Transit is better/ safer in bad weather/ if drinking	1
Don't like driving/ prefer not to drive	1
Miscellaneous	10
Nothing specifically	6
Don't know	1

Q.3a) Specifically, what prompted you to make this change or changes?

Purpose of SOV Trips Eliminated



Base: Total who eliminated SOV travel in past year (n=301)

Q.3b) What was the purpose of the trip that you switched to another mode?

Main Reasons for Eliminating SOV Trip

	Total Eliminated Modes (301) %	Membership: BCAA Members (160) %	Membership: Non-Members (141) %	Region: City of Van (86) %	Region: Bby/NW Rmd (76) %	Region: North Shore (31) %	Region: NES (27) %	Region: South Fraser East (81) %
Save money	45	45	44	45	45	51	49	40
Save time/ convenience/ do other things	18	19	16	25	14	17	19	12
Environment/ air	16	17	14	17	13	24	15	13
Exercise	9	10	8	19 ▲	7	7	7	2
Traffic congestion	6	9	4	5	4	11	9	8

Base: Total eliminated SOV travel in past year.

Q.3a) Specifically, what prompted you to make this change or changes?

Purpose of SOV Trip Eliminated

	Total Eliminated Modes (301) %	Membership: BCAA Members (160) %	Membership: Non-Members (141) %	Region: City of Van (86) %	Region: Bby/NW Rmd (76) %	Region: North Shore (31) %	Region: NES (27) %	Region: South Fraser East (81) %
Shopping	36	36	35	37	31	39	42	36
Entertainment/ social/ recreation	35	37	33	30	35	35	20	45
Personal business	25	26	23	31	20	20	32	22
Commute to work/ work-related	22	20	25	20	24	26	20	21
Commute to school	5	2	7	5	8	-	4	3
Drop off/ pick up	4	3	5	5	4	4	-	4
Other	3	4	3	2	2	4	3	6
Don't know	5	7	4	7	7	2	6	3

Base: Total eliminated SOV travel in past year.

Q.3b) What was the purpose of the trip that you switched to another mode?

2.4 *Combining SOV trips*

Reasons for combining SOV trips:

- By far, the most popular reason for trip-chaining is the efficiency gained in saving time and the convenience aspects.
- Saving money is another key factor.
- Less mentioned are saving the environment and reducing traffic congestion.
- BCAA members and non-members appear similar with respect to reasons for combining trips.
- North Shore residents mention the environment /pollution reduction more than those from other areas (21% vs. 6-10% in other GVRD regions).

Purpose of SOV trips combined

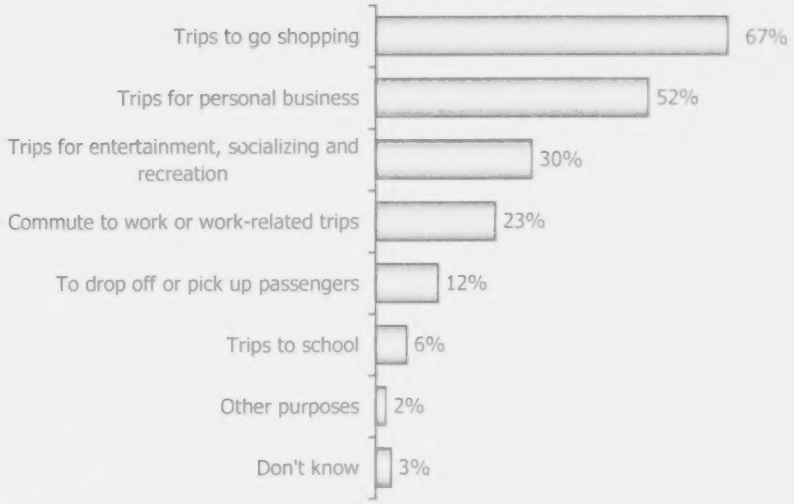
- Shopping is the primary type of trip that is combined with other SOV trips (noted by two-thirds of those who combined SOV trips).
- Personal business is also a very common type of trip that is combined with other trips (52%).
- Entertainment/social/recreational and work commuting trips are combined with other trips by about 30% and 23% of those who combined trips.

What Prompted Changes to Combine SOV Trips

	Total Combined SOV Travel in Past Year (653) %
Save time/ convenience/ can do other things/ hassle	**60**
Saves time	38
More efficient to combine multiple errands in one trip/ better time management	21
More convenient	3
Avoid parking problems/ hassles	1
New/ more convenient access to SkyTrain	<1
Save Money	**42**
Save on gas/ reduce gas consumption/ save on vehicle costs	41
Saves money	1
Save parking costs	1
Environment/ reduce air pollution	**10**
Traffic Congestion	**4**
Exercise/ for fitness/ enjoy the weather	**<1**
Other	
Able to carpool/ share rides with other	2
Change in employment conditions	1
Change in home/ life conditions	1
Spend time with friends/ sociability	1
Don't like driving/ prefer not to drive	<1
Used transit because car not available/ someone else is using my car	<1
Transit is better/ safer in bad weather	<1
I have just got a U-pass	<1
Miscellaneous	4
Nothing specifically	6
Don't know	1

Q.3a) Specifically, what prompted you to make this change or changes?

Purpose of SOV Trips Combined



Base: Total combined SOV travel in past year (n=653)

Q.3b) What was the purpose of the trip that you switched to another mode?

Main Reasons for Combining SOV Trip

	Total Combined Modes (653) %	Membership: BCAA Members (328) %	Membership: Non-Members (323) %	Region: City of Van (177) %	Region: Bby/NW Rmd (133) %	Region: North Shore (67) %	Region: NES (64) %	Region: South Fraser East (212) %
Save time/ convenience/ do other things	60	62	58	65	60	62	54	55
Save money	42	42	41	37	44	40	46	44
Environment/ air	10	10	9	8	6	21 ▲	6	10
Traffic congestion	4	7	3	4	6	6	4	3
Exercise	<1	<1	<1	<1	-	-	-	1

Base: Total combined SOV travel in past year.

Q.3a) Specifically, what prompted you to make this change or changes?

Purpose of SOV Trip Combined

	Total Combined Modes (653) %	Membership: BCAA Members (328) %	Membership: Non-Members (323) %	Region: City of Van (177) %	Region: Bby/NW Rmd (133) %	Region: North Shore (67) %	Region: NES (64) %	Region: South Fraser East (212) %
Shopping	67	69	65	72	62	68	67	65
Personal business	52	53	52	53	54	46	46	53
Entertainment/ social/ recreation	30	32	27	27	38	28	24	29
Commute to work/ work-related	23	21	25	17	29	22	30	23
Drop off/ pick up	12	10	13	12	8	13	13	12
Commute to school	6	6	7	6	5	3	7	9
Other	2	2	2	1	1	4	1	3
Don't know	3	2	3	3	1	-	6	3

Base: Total combined SOV travel in past year.

Q.3b) What was the purpose of the trip that you switched to another mode?

2.5 *Profile of drivers reporting SOV changes in the past year*

People who switch to alternative modes, who combine trips, eliminate trips or who change their travel time to avoid traffic problems, are generally similar in many respects. Following are ways in which they differ.

Changed time of SOV travel:

- A higher representation of seniors -- retired (20% vs. 13% among those who eliminated, combined or switched SOV trips) and 65 years of ageand over (16% vs. 10-11% for the other change segments)
- Directionally more who need to use their vehicle while at work or school (34% vs. 26-28% for the other change segments)
- Directionally more who have not been on transit in the past year (28% vs. 15% among mode-switchers and vs.19% among those who eliminated SOV trips)
- Somewhat more important to these time-changers than to some other groups are:
  - Getting a seat on transit (6.8 out of 10)
  - On-board security/more security personnel (6.8 out of 10)
- In terms of attitudes, time-changers are more likely to:
  - Agree that without a car they couldn't do a lot of things (8.1)
  - Find rush hour stressful (7.2)
  - Feel often they waste time in rush hour (5.7)
  - Would have to move if had no car (5.1)
  - Love driving/my car (4.2)

Switched to alternative mode of transportation:

- Directionally more Vancouver/UEL residents (34% vs. 25-29% among the other change segments)
- Highest representation of past month transit users (51% vs. 30-43% for the other change segments)
- Attitudinally similar to regular drivers in general

Eliminated SOV travel:

- No distinguishing demographic characteristics
- Rate driving around Greater Vancouver somewhat easier than the other groups (6.1 out of 10 vs. 5.7-5.8 for time-changers and combiners)
- Second highest proportion of past month transit users (43%)

Combined SOV trips:

- The largest group (73% of drivers), combiners reflect the demographics and attitudes of regular drivers in general

Profile of Drivers Reporting SOV Changes in Past Year

	Total Qualifiers (900) %	Eliminated SOV (301) %	Combined (653) %	Switched SOV (464) %	Changed Time (391) %
Gender					
Male	52	49	48	50	53
Female	48	51	52	50	47
Age					
16 to 24	8	9	8	10	7
25 to 34	20	22	20	22	19
35 to 44	26	23	27	24	27
45 to 54	22	23	21	21	18
55 to 64	13	13	13	12	14
65 years and over	11	10	11	11	16▲
Refused	<1	1	<1	<1	-
Member of BCAA					
Yes	47	51	48	50	50
Primary member	31	35	32	33	34
Associate member	14	15	15	16	16
Don't know/ not sure	1	1	1	1	<1
No	53	50	52	49	49
Don't know	1	-	<1	1	1
Employment Status					
Employed	76	76	76	75	69▼
Employed outside the home	66	66	65	66	57
Employed full-time outside the home	51	50	49	49	43
Employed part-time outside the home	15	17	17	18	14
Working from your home	12	12	14	11	14
Student	7	8	7	9	7
A full-time student	4	3	4	6	5
A part-time student	3	5	3	3	3
Retired	14	13	13	13	20▲
A Homemaker	5	5	5	4	4
Unemployed	3	4	3	4	4
Refused	<1	-	<1	<1	<1

Profile of Drivers Reporting SOV Changes in Past Year (continued)

	Total Qualifiers (900) %	Eliminated SOV (301) %	Combined (653) %	Switched SOV (464) %	Changed Time (391) %
Residence					
Vancouver/UEL	28	29	28	34	25
BBY/New West/Richmond	22	26	21	22	25
Richmond	10	10	9	9	11
Burnaby	10	13	9	10	10
New Westminster	3	4	3	4	3
North Shore	10	11	11	9	9
North Vancouver	8	8	8	8	6
West Vancouver	2	3	2	1	3
Northeast Sector	9	8	9	8	10
Coquitlam	5	5	5	5	6
Port Coquitlam	2	2	3	2	3
Port Moody/Anmore/Ioco	1	2	1	1	1
Surrey/WR/Langley/Delta/ Pitt Meadows/ Maple Ridge	31	26	32	27	32
Surrey	14	10	14	12	13
Langley	5	4	5	5	5
South Delta/Ladner/Tsawwassen	4	5	4	4	4
Maple Ridge/Pitt Meadows	4	5	4	3	5
North Delta	3	2	3	2	3
White Rock	1	1	1	1	1
Aldergrove	<1	<1	<1	<1	<1
Last Time Used Public Transit					
Within the past week	19	24	20	28	15
Within the past month, but not past week	18	19	18	23	21
2-6 months ago	26	28	25	27	26
7-12 months ago	10	8	11	7	10
Longer than one year ago	26	19	25	15	26
Never used it	2	2	1	1	1
Don't know	<1	1	<1	<1	<1

Profile of Drivers Reporting SOV Changes in Past Year (continued)

	Total Qualifiers (900) %	Eliminated SOV (301) %	Combined (653) %	Switched SOV (464) %	Changed Time (391) %
Attend UBC/ SFU					
Yes	32	17	33	30	37
Use Vehicle while at work/ school					
Most of the time	30	26	28	27	34
Some of the time	26	30	25	29	28
Rarely or	17	18	18	16	15
Never	28	26	29	28	22
Don't know	1	<1	1	1	<1
Number of vehicles insured by members in household					
Car/vans/trucks (mean #)	1.9	1.9	1.9	1.9	2.0
Motorcycles/scooters (mean #)	.0	.0	.1	.1	.1
Number of People in Household					
1	12	12	12	12	11
2	34	31	35	34	37
3 or more	54	56	52	54	52
Mean #	2.9	3.0	2.9	2.9	2.9
16 Years and Over (Mean #)	2.3	2.4	2.3	2.3	2.3
Marital State					
Single	20	21	20	22	19
Married	60	60	59	58	61
Living together	10	11	10	10	10
Divorced	6	4	6	6	6
Widowed	3	3	3	4	4
Refused	1	1	1	1	1
Children Under 18					
Yes	41	40	42	41	36
No	59	60	58	59	64
Income					
Less than $30,000	9	9	9	10	10
$30,000 to less than $50,000	19	21	16	18	21
$50,000 to less than $70,000	20	21	21	24	17
Or $70,000 and over	40	39	40	37	41
Don't know/ refused	13	10	14	12	12

3.0 Ability to Try Alternatives to Single Occupant Vehicle Travel

3.1 Rating of ability to try transportation alternatives

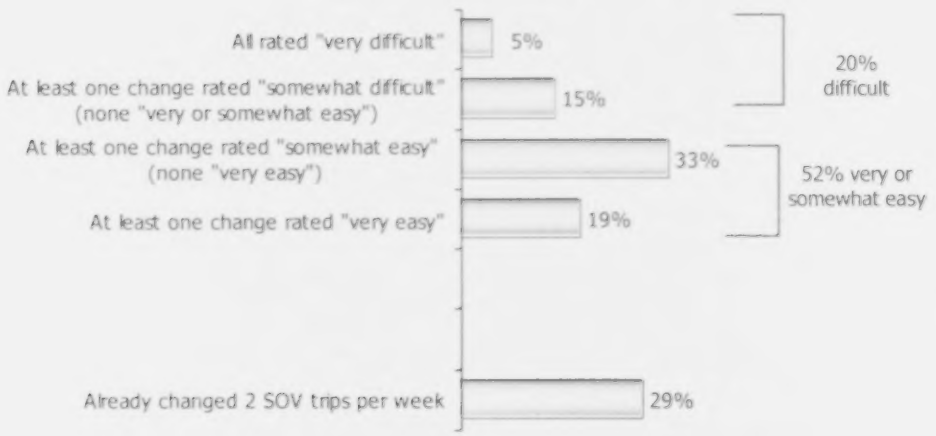
Respondents who make SOV trips in a typical week were asked a series of questions posing ways to switch/eliminate or combine SOV trips and asked to rate how easy or difficult it would be to change two SOV trips per week in these ways:

- Switching two SOV trips per week to carpooling, to walking, to cycling, to transit,
- Eliminating two SOV trips per week
- Combining two SOV trips per week

Over half (52%) of regular SOV drivers tell us that at least one of the choices presented is "very" or "somewhat" easy for them to do. In total, about one-in-five SOV drivers (19%) rated at least one of these choices as "very easy". Another one-third (33%) found one or more of the choices "somewhat easy". Note that when asked how easy or difficult it would be to change 2 SOV trips, a sizable group (29%) reply that they have already made the change, implying a reluctance to make further changes in the future.

Few drivers would have difficulty making any of the changes presented. Only 5% thought all of the choices were "very difficult" and about 15% "somewhat difficult".

Ease-Difficulty to Change Two SOV Trips per Week
- Summary -


All rated "very difficult"
5%
At least one change rated "somewhat difficult" (none "very or somewhat easy")
15%
20% difficult
At least one change rated "somewhat easy" (none "very easy")
33%
At least one change rated "very easy"
19%
52% very or somewhat easy
Already changed 2 SOV trips per week
29%

Base: Total SOV for any trip purpose (n=761)

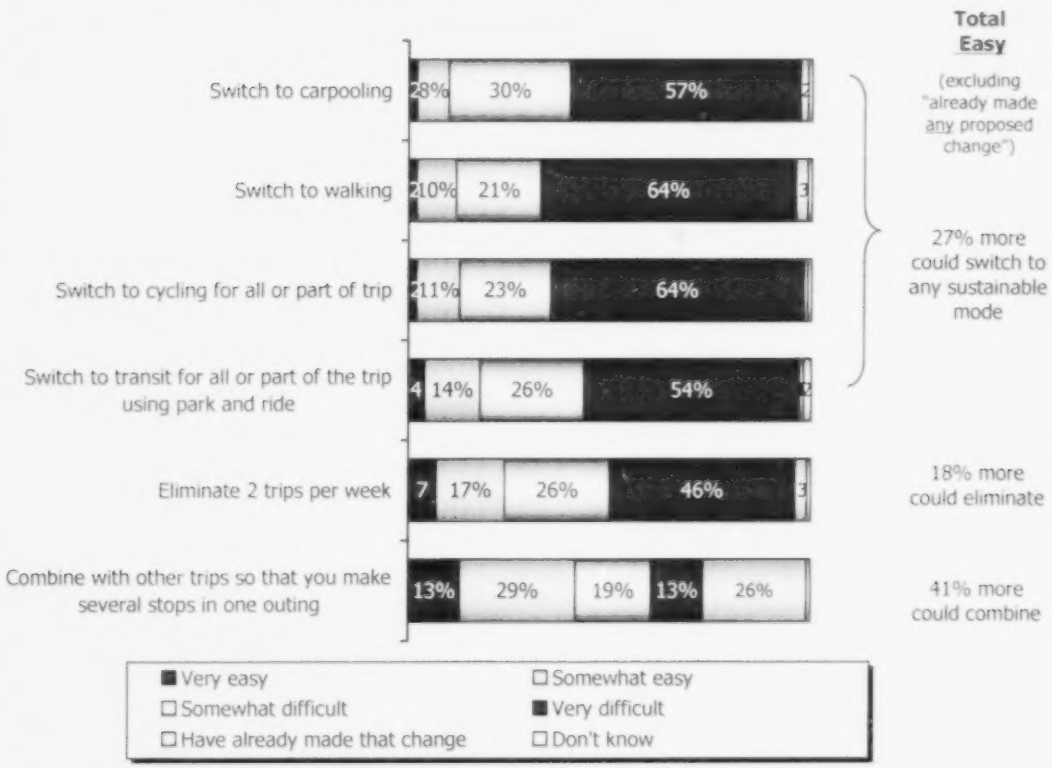
Derived from Q.4a) Difficulty to change

Combining two SOV trips per week: Given that combining trips is the most commonly found change reported in the past year, it is not surprising then that being able to combine two SOV trips a week is considered "easy" by the largest proportion of SOV drivers . Over 40% say they could very or somewhat easily combine two SOV trips, in addition to the 26% of drivers volunteering that they already are doing this.

Switching two SOV trips per week to alternative modes: Excluding those who have already made any of the proposed weekly changes (combined, eliminated, switched), another 27% of SOV drivers say that they could very/somewhat easily switch two SOV trips a week to a sustainable mode, such as transit, car/vanpooling, cycling or walking. Switching to transit is the easiest of these alternative modes of travel.

Eliminating two SOV trips per week: The next easiest action would be to eliminate SOV trips. Excluding those drivers who volunteer that they have already made any proposed change (combined, eliminated, switched two SOV trips), another 18% of SOV drivers claim they could very/somewhat easily eliminate two SOV trips weekly.

Degree of Ease/Difficulty in Changing SOV Travel



Base: Total SOV for any trip purpose (n=761)

Q.4a1,2,3,4,5,6) I'm going to describe some ways you could reduce the number of times you drive alone in your vehicle by two trips per week. How easy or difficult would it be for you to:

Some population segments would find it easier to make certain kinds of changes.

- Non-members of BCAA are slightly more likely to be able to cycle instead of taking their vehicle for two trips a week (15%).
- They would also appear a bit more likely to be able to combine trips than BCAA members (45% vs. 38%).
- Given the higher level of service, it's not surprising that City of Vancouver and Burnaby/New Westminster/Richmond residents are more likely to say that they could easily switch to transit for all or part of a trip instead of driving alone (22%) compared to people in other regions (9-10%).
- These relatively more "centralized" residents are also somewhat more apt to find it easy to cycle instead of drive (17-18%) than their counterparts in other regions.

Ease/Difficulty of Changing Two SOV Trips Per Week

	Total SOV in typical week (761) %	Membership		Region				
		BCAA Members (388) %	Non-Members (371) %	City of Van (201) %	Bby/NW Rmd (169) %	North Shore (75) %	NES (72) %	South Fraser East (244) %
Switch to **carpooling**								
Total easy	10	10	11	13	12	6	13	8
Total difficult	87	87	87	85	84	92	83	90
Switch to **walking**								
Total easy	12	12	12	15	13	6	13	10
Total difficult	85	85	85	81	83	90	82	88
Switch to **cycling** all/part of trip								
Total easy	12	9	15▲	18▲	17▲	8	9	6
Total difficult	87	90	84	80	83	90	89	94
Switch to **transit** for all/part of trip								
Total easy	18	16	19	25▲	22▲	10	11	12
Total difficult	80	82	77	68	78	89	86	87
Eliminate two SOV trips / week								
Total easy	24	24	24	26	24	25	24	22
Total difficult	72	70	73	70	71	71	74	73
Combine two SOV trips / week								
Total easy	42	38	45▲	45	44	37	42	40
Total difficult	32	30	34	26	30	31	37	38

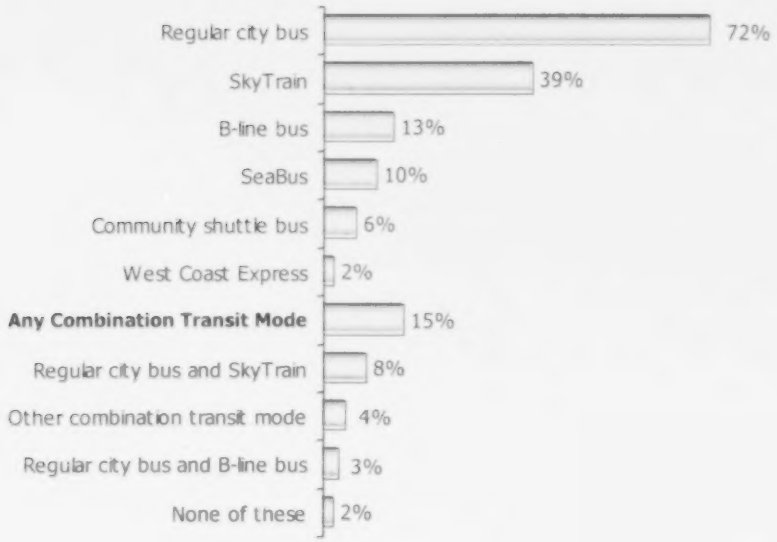
Base: Total SOV for any trip purpose.

Q.4) How easy or difficult would it be for you to:

3.2 *Transit modes most likely to use for two 'easy-to-switch' trips*

Those who thought it would be ***very or somewhat easy to switch*** two SOV trips to transit were asked which type of transit they would be most likely to use. The standard city buses would be used by the large majority who could easily make this switch (over 7-in-10), reflecting the broad availability of this service. SkyTrain is the next most common choice (selected by about 4-in-10).

Transit Mode Most Likely to Switch to



Base: Total SOV "somewhat/ very easy" to switch to transit (n=132)

*Q.4b) If you were to switch one or two of your ["most/next/least frequent type] trips where you drive alone without passengers to using transit for all or part of the trip, which transit modes would you be **most** likely to use?*

3.3 *Main reasons for difficulty in reducing one or two SOV trips per week*

People who are unable to reduce a few SOV trips note the following obstacles:

- Shift work/start times
- Distance/ isolated location
    - Too far: live out of town, far away
    - Travel time: transit trips would be too long
    - Transit doesn't go there
    - Lack of carpooling options: no one else going that way, isolated
- Need to carry equipment/supplies/etc for job
- Time-sensitive trips/spur of moment/can't plan

(Reference: Q4c verbatim responses)

3.4 *Factors/circumstances allowing SOV trip reduction to be considered*

Those who rated eliminating, combining or switching one or two SOV trips to specific alternative modes as "easy" were asked what would have to happen in order for them to consider making the change.

If combining two trips:

- Would have to get organized, plan better
- Timing issues: schedule certain days for car, get off work early
- Depends on the circumstances, if had to do several things
- Carpool with others, friends in same class
- Hours of work, would have to go full-time
- Location, proximity of stores, need shopping facility around school

If eliminating two trips:

- Am on-call at my job; varies where I travel
- Would have to stop going downtown once a week or doing things
- Planning / scheduling/ save time/ be organized
- Weather
- Would have to move residence; move closer to stores
- Flexible work; change jobs
- If could carpool
- Get a car from work
- Would need childcare; be closer to daycare
- More security at Surrey Central SkyTrain station
- Lose my driver's license
- More convenient bus schedules

- Knowledge of public transit
- Gas prices too high & would cut travel
- Take dogs on transit (special needs dog)

If switching to transit:

- Greater frequency (e.g., bus every 10 min. instead of every 20 min.)
- Travel time -- Long time if transferring
- If gas prices higher, if significantly higher, if car too expensive/ car levy
- If car problems, if loss of car – use car for extreme convenience (commute is less than 10 minutes)
- Earlier bus start times (from 4am, every 10-15 min.)
- Route flexibility/ more direct route
- Weather dependent
- How much time I have/time of day
- Limit trips … only go out when absolutely need to
- Change in job location

If switching to cycling:

- Get up earlier; schedule with kids
- More bike-operated pedestrian stops
- Big improvement in transit needed (can't use for meetings)
- Co-ordinate trips for multiple purposes on one day
- Conditions: daylight, weather
- Older/distances cycled
- Cost of bicycle

If switching to walking:

- Good bus connection, close to home
- Weather/climate/environment factor: if not raining/good weather
- Health: if can carry things/no injury, getting older/only walk so far
- Time/length of trip
- If more traffic congestion
- Daughter would have to be older; too young now

If switching to carpooling:

- More organizing
- Ask friends/others if willing; times would have to be convenient too
- Relative would need to get driver's license
- If someone paid me to do it, if attractive carpooler

(Reference: Q4d verbatim responses)

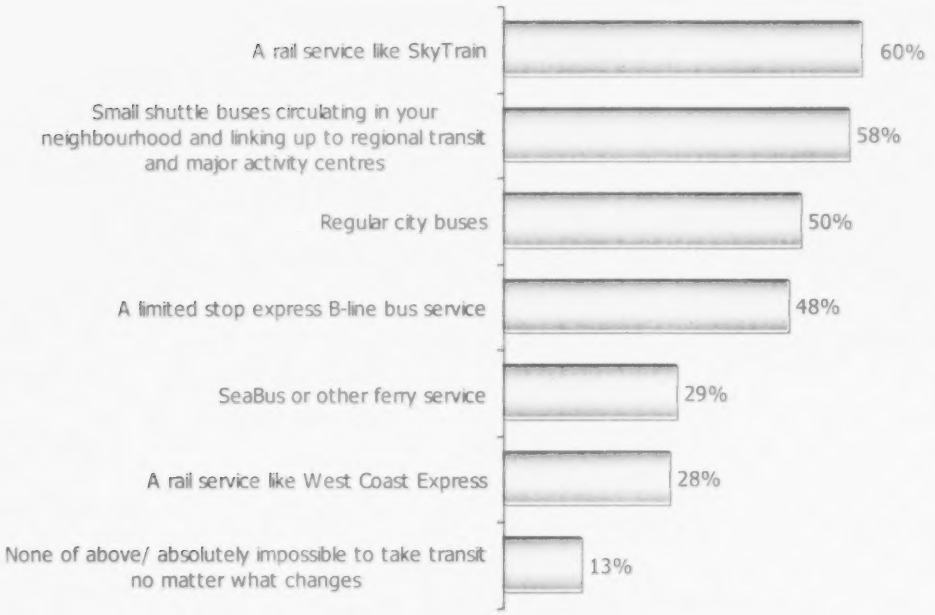
4.0 Transit Changes/Services Needed

Respondents who currently use SOV for their most frequent type of trip in a typical week were questioned regarding a number of issues in order to better understand the life circumstances and/or transit services that would be needed before they would consider making this change.

4.1 Transit modes most likely to consider

All SOV users in a typical week were read a list of possible types of transit service and asked which ones they would be most likely to consider ***switching*** one or two of their ***most frequent*** SOV trips to, if they were able to make that change. At the top of the list of preferences are a rail service, like SkyTrain and small shuttle buses circulating their neighbourhoods – six-in-ten SOV drivers would consider each of these transit options. Other choices, which would be considered by about half of SOV drivers, are regular city buses and limited stop B-Line express buses. Note that buses are currently more readily available, so people may see these as likely options even if this is not necessarily the preferred option.

Transit Mode Most Likely to Consider Switching to


A rail service like SkyTrain
60%
Small shuttle buses circulating in your neighbourhood and linking up to regional transit and major activity centres
58%
Regular city buses
50%
A limited stop express B-line bus service
48%
SeaBus or other ferry service
29%
A rail service like West Coast Express
28%
None of above/ absolutely impossible to take transit no matter what changes
13%

Base: Total SOV for any trip purpose (n=761)

*Q.5i) To which of the following types of transit would you be most likely to consider switching one or two of these [**most** frequent type] trips if you were able to make that change?*

Familiarity and current availability are an influence, as seen with higher proportions in certain regions choosing the modes that service their area – e.g., SeaBus for North Shore residents and rail service like SkyTrain for Burnaby/New Westminster residents.

BCAA members share the same views as non-member drivers.

Transit Mode Most Likely to Consider Switching to

	Total SOV in typical week (761) %	Membership		Region				
		BCAA Members (388) %	Non-Members (371) %	City of Van (201) %	Bby/NW Rmd (169) %	North Shore (75) %	NES (72) %	South Fraser East (244) %
Rail service like SkyTrain	60	59	61	56	72▲	49	58	58
Small shuttle buses	58	60	57	52	63	57	64	59
Regular city bus	50	50	51	53	54	56	38	47
Limited stop express B-Line	48	50	47	54	49	40	46	47
SeaBus/ other ferry	29	32	27	26	32	53▲	16	26
Rail line WCE	28	26	28	24	25	28	37	29
None of the above/ transit absolutely impossible	13	12	14	12	10	15	15	14

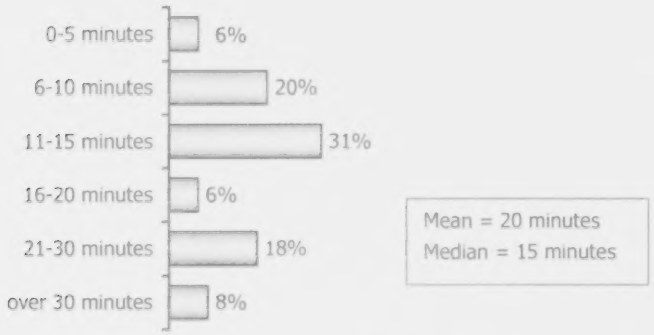
Base: Total SOV for any trip purpose.

Q.5) How easy or difficult would it be for you to:

4.2 *Desired frequency of transit*

On average, those who have an opinion about the frequency say that in order for them to shift one or two of their SOV trips to transit, they would like to have service every 20 minutes. However, the median (where half of answers given fall below and half above this level) indicates that a 15-minute frequency is closer to the mid-point of opinion. Mean and median frequency expectations are shown in the following chart and table. Note that the expectations for frequency of transit service varies by region, with Vancouverites expecting service every 15 minutes, while those in more outlying areas appearing more willing to accept longer intervals (every 20-25 minutes, on average).

Frequency of Transit Service
If Switching One or Two SOV Trips



Base: Total SOV for any trip purpose who would consider switching one or two of their trips to transit (n=660)

Q.5ii) How often would the transit service need to run if you were to shift one or two trips to transit?

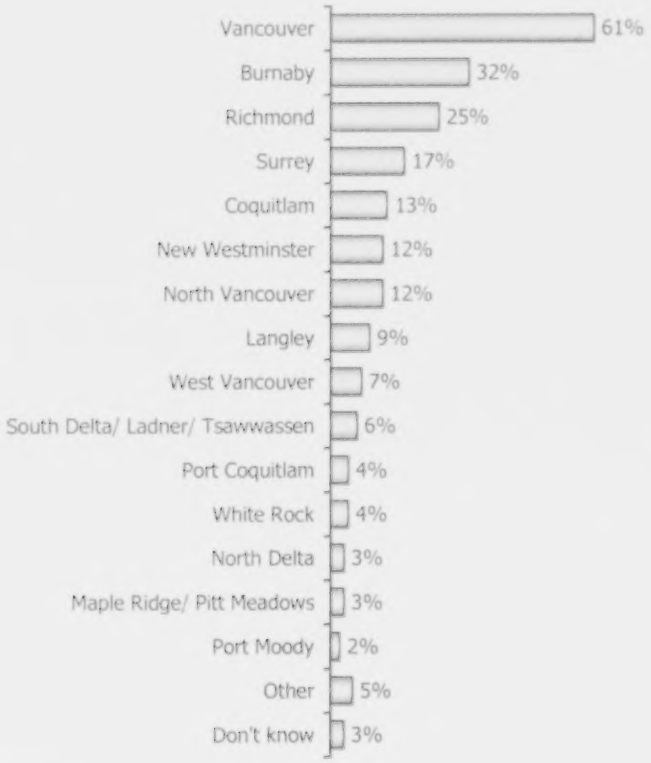
Frequency Needed for Transit Service

Region	Mean	Median
Vancouver/UEL	15.5 min.	15 min.
Burnaby/New Westminster/Richmond	18.3 min.	15 min.
North Shore	20.8 min.	15 min.
Northeast Sector	23.8 min.	20 min.
Other South of Fraser	25.5 min.	15 min.

4.3 *Destination municipalities to which travel by transit would be considered*

Vancouver is by far the most requested destination municipality, followed at some distance by Burnaby, Richmond and Surrey, in that order.

Municpalities Would Consider Traveling to by Transit



Base: Total SOV for any trip purpose who would consider switching one or two of their trips to transit (n=660)

Q.5iii) To what municipalities would you consider traveling by transit for these types of trips?

4.4 *Other comfort or convenience aspects needed from transit*

Those who would consider switching one or two trips to transit were probed for other aspects of comfort or convenience that they would need from the transit system in order to use it for their most frequent type of SOV trip.

- #1 – Greater frequency of service is at the top of the list.
- #2 – Next most requested aspects are
  - closer transit stops/stations,
  - faster trips (more express),
  - more direct routes (less transferring).
- #3 – Other aspects receiving some mention include: on-time service, available seating, lower fares, safety/security, storage for parcels/groceries.

BCAA members name the same needs and comforts from transit as do other drivers. There is slightly more mention of security by Northeast Sector and South Fraser East residents. North Shore drivers more often request more transit shelters.

Aspects of Comfort or Convenience Required

	Total SOV users who would consider switching 1-2 trips to transit (660) %
More frequent service/ more buses/ SkyTrains	22
Closer bus stops/ SkyTrain stations	14
Shorter duration/ faster trips/ more express service	14
More direct routes/ less transferring	13
On time service	9
Being able to find a seat/ not having to stand	8
Lower fares	8
Better safety/ security	8
A way to accommodate groceries/ what I have to carry/ some storage capacity/ wheelchairs	7
Start earlier/ end later	6
Air conditioning/ quality/ heating	5
Better connections/ connection times	5
More comfortable seating/ leg room	4
Cleanliness at stations/ stops on board	3
More/ new SkyTrain lines	3
More shelters	3
Better/ more convenient scheduling	2
Park and ride/ parking availability/ free	2
Shuttle bus availability	2
Courteous/ helpful/ trustworthy staff/ drivers	2
Better availability of schedules and fare information	1
Pets	1
Work stations/ tables/ internet	1
Seat belts	1
Miscellaneous	5
Nothing specifically	24

Q.5iv) What other aspects of comfort or convenience would you require to consider using transit for these types of trips?

4.5 *Lifestyle changes needed in order to shift two trips to transit*

While half of SOV users who would consider switching one or two SOV trips over to transit are unable to name any particular lifestyle change or circumstance needed in order to make this shift, those who do foresee necessary changes identify the following, a few of which are extreme situations (change in employment/employment status or needing to give up their vehicles.

- Changes in employment or school – e.g., work location, type of job, retirement/quitting
- Loss of vehicle/if cannot drive – e.g., if cannot afford a car, if lose vehicle/license/ license, if unable to drive due to age, health, traffic
- Spend more time traveling – allocate more time, give up sleep, leave home earlier; could do if less busy
- Place of residence – move, shop near home

Changes in Life That Would Need to Occur to Make SOV Switch Possible

	Total SOV users who would consider switching 1-2 trips to transit (660) %	BCAA Members (339) %
Change in employment/ school conditions – where I work/ what I do/ retire/ quit my job	16	16
If I can't afford/ give up/ lose my car/ vehicle/ license	10	11
Plan/ allocate more time to travel – give up sleep/ leave home earlier/ less busy	8	7
Where I live	6	7
If I had no dependents/ kids/ less people in household	4	3
If I became unable to drive – illness/ physical disability/ age/ traffic volumes	4	5
Shop near to home/ carry less groceries	2	3
If my health improved	1	1
Miscellaneous	3	3
Nothing specifically	52	52
Don't know	4	3

Q.5v) What other changes in your life would need to occur to make it possible to shift 1 or 2 [most/next/least frequent type] trips to this type of transit?

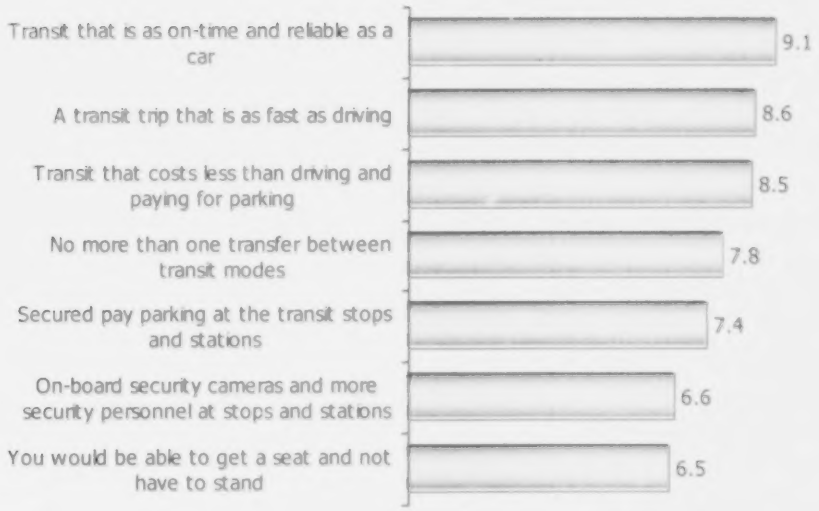
4.6 *Importance of specific transit improvements in considering switching one or two trips to transit*

Those who would consider switching one or two SOV trips to transit were asked to rate the importance of specific types of transit improvements that would have to occur for them to consider choosing this option. Following is the rank ordering of the improvements:

- #1 – service that can match car travel in terms of being reliable and on-time
- #2 – speed of travel (matching that of driving a car) and that the cost is cheaper than driving and parking
- #3 – one transfer maximum and secured pay parking at transit stops/stations
- #4 – security on-board and at stations and seat availability

The following graph illustrates the mean values for each type of improvement, based on a 10-point scale where "1 equals not at all important" and "10 equals very important."

Importance of Transit Improvements


Transit that is as on-time and reliable as a car
9.1
A transit trip that is as fast as driving
8.6
Transit that costs less than driving and paying for parking
8.5
No more than one transfer between transit modes
7.8
Secured pay parking at the transit stops and stations
7.4
On-board security cameras and more security personnel at stops and stations
6.6
You would be able to get a seat and not have to stand
6.5

Mean scores based on 10-point scale:
1 = Not at all important and 10 = Very important.

Base: Total SOV for any trip purpose who would consider switching one or two of their trips to transit (n=660)

Q.6) How important are the following improvements for you to consider switching one or two more trips to transit?

Compared to others in the G VRD, Northeast Sector residents in particular, but also South Fraser East residents place stronger emphasis on the provision of secured pay parking at transit stops. On board security is also more important to these residents, as well, as to those in the Burnaby/ New Westminster/ Richmond area. Northeast Sector residents especially value on-time reliability of service, while South Fraser residents place greater importance on getting a seat/not standing.

Importance of Transit Improvements
Mean Scores

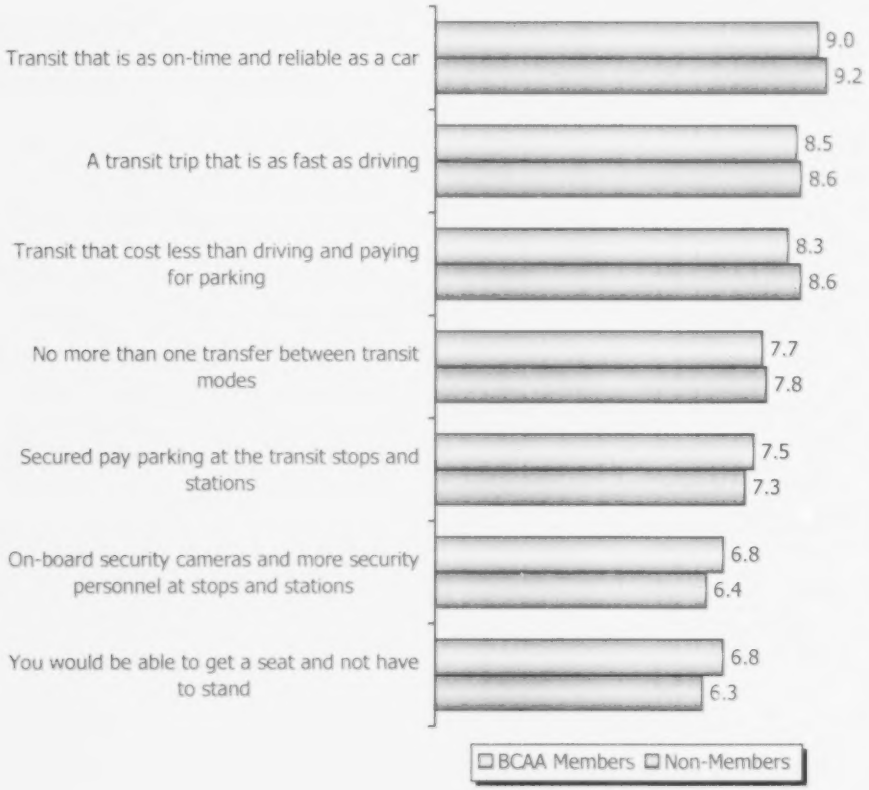
	Total SOV in typical week (660) %	Region				
		City of Van (201) %	Bby/NW Rmd (169) %	North Shore (75) %	NES (72) %	South Fraser East (244) %
Secured pay parking at transit stops/stations	7.4	6.6	7.6	6.8	8.3▲	7.9▲
No more than one transfer between transit modes	7.8	7.7	7.8	8.2	8.0	7.6
Transit that is on time and reliable as a car	9.1	9.0	9.2	8.8	9.4▲	9.1
Transit that is as fast as driving	8.6	8.3	8.6	8.5	8.6	8.9
Transit that costs less than driving and paying for parking	8.5	8.4	8.6	7.6▼	8.7	8.6
You would be able to get a seat and not have to stand	6.5	6.4	6.2	6.4	6.2	7.0▲
On board security cameras and more security personnel	6.6	6.0	6.9▲	5.3▼	7.6▲	7.1▲

Base: Total SOV for any trip purpose who would consider switching one or two SOV trips to transit.

Q.6) How important are the following improvements for you to consider switching one or two more trips to transit?

The priority that BCAA members and non-members place on transit improvements is about the same.

Importance of Transit Improvements



Mean scores based on 10-point scale:
1 = Not at all important and 10 = Very important

Base: Total SOV for any trip purpose who would consider switching one or two of their trips to transit (n=660)

Q.6) How important are the following improvements for you to consider switching one or two more trips to transit?

5.0 Attitudes toward Auto and Transit Travel

5.1 Rating ease of private vehicle travel around Greater Vancouver

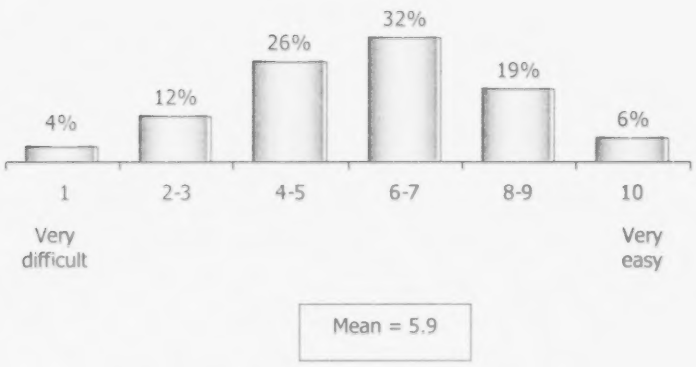
Drivers were asked to rate their opinion on the ease-difficulty of traveling by private vehicle to get a sense of people's level of frustration with driving and related conditions. Perceptions cover the full spectrum of opinion, following a "normal curve" with a mean in the neutral range (5.9) on a 10-point scale, where 1 equals "very difficult" and 10 equals "very easy". Note that a sizable group of drivers (42%) do *not* find driving to be "easy" in the GVRD (ratings of five or less).

Sub-groups rating private vehicle travel somewhat "easier" on average (but still very moderate ratings) than their counterparts are:

- Vancouver/UEL residents (6.2)
- Younger segment under 35 years (6.2)
- Singles (6.3)
- Household income below $70K per annum (6.0-6.3)
- Non-working/students (6.3-6.5) who can avoid rush hours, but not retired people (who mirror the overall population average).

BCAA members are similar in opinion to the driver population as a whole (6.0).

Overall Ease/Difficulty of Travelling in GVRD by Private Vehicle



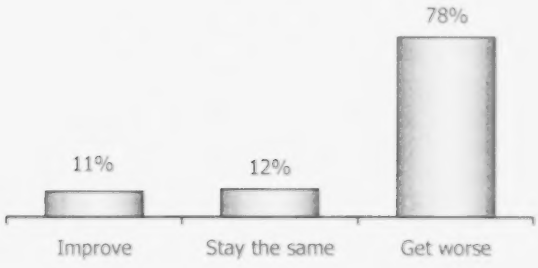
Base: Total regular drivers (n=900)

Q.14) We'd like to know ... overall how you would rate traveling around Greater Vancouver by private vehicle. Please use a 10-point scale where 10 means "very easy" and 1 means "very difficult".

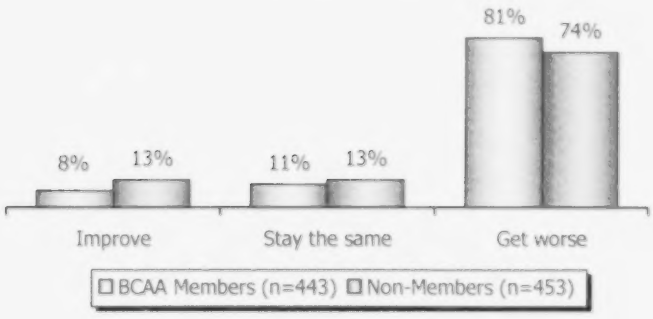
5.2 *Anticipated change in driving conditions*

While most drivers do not currently find driving in the GVRD to be especially difficult, their predictions for the near future are far from optimistic. There is widespread acknowledgement that conditions will worsen over the next five years… with nearly 8-in-10 believing conditions will get worse. This general pattern of opinion is found across all sub-groups examined, including BCAA members.

Expectation of Change in Driving Conditions over Next 5 Years



Expectation of Change in Driving Conditions over Next 5 Years



Base: Total regular drivers (n=900)

Q.15) Do you expect driving conditions in Greater Vancouver to improve, stay the same or get worse over the next 5 years?

5.3 *Attitude testing: statements about transit and car travel*

Attitudes about driving and transit were explored through a series of statements where respondents were asked the extent to which they agreed or disagreed with each. A 10-point scale of agreement was used where "1 equals disagree completely" and "10 equals agree completely."

In the following analysis, "high" agreement is defined as the proportion who rated "8 to 10" on the 10-point agreement scale. Disagreement is defined as a rating of "1 to 4." The mean score is also shown for each statement.

Perceptions of time-saving:
A large majority of regular drivers agree that *fewer SOVs on the road would mean everyone would save time*; this argument receives one of the highest levels of agreement found in this study. However, there is considerable skepticism about the reliability of transit from a time-saving viewpoint. Many believe that *transit is too time-consuming* and that there is a *danger of not arriving at your destination on time.* On the plus side, some think that time on transit is more productive than driving, since you can read and relax, but this idea receives a neutral level of agreement overall (mean score around the mid-point).

Drivers are slightly more apt to agree that they often drive to work to do errands on the way home. They are divided on whether they often have to sit in rush hour traffic and wasting time (neutral mean score, although close to half *disagree*).

- If fewer people drive alone, we'd all save travel time (71% strongly agree, 8.1 mean)
- Know I'll be on time if drive rather than take transit (58% , 7.5 mean)
- Transit is too time consuming (56%, 7.3 mean)
- Often drive to work and do errands on the way home (40%, 6.1 mean)
- Time on transit is more productive—can read/relax (31%, 5.5 mean)
- Often waste time sitting in vehicle in rush hour traffic (25%, 5.1)

Control and convenience perceptions: Desire for control is a key issue that arose frequently in the qualitative phase as well. This is evident by the degree to which drivers cling strongly to the idea that their activity would be severely limited without a car (*"... a lot of things I wouldn't be able to do"* is one of the highest agreement levels found). Furthermore, there is considerable resistance to being controlled by an outside force—in this case the bus schedule. Some people need their vehicle to perform their job or to pick-up or drop-off children/others (about one-third strongly

agree with these arguments) and one-third are adamant that they'd have to move if they didn't have a car.

- If didn't have car, a lot I couldn't do (71% strongly agree, 8.2 mean)
- Dislike timing my life to bus departures (48%, 6.8 mean)
- My job requires vehicle--to visit clients/carry equipment/etc (34% agree strongly, 4.9 mean)
- I need to drive to pick-up/drop-off kids/others (34%, 5.0 mean)
- If didn't have car, would have to move residence (33%, 4.9 mean)

Comfort/enjoyment versus stress:

One of the unique pleasures of driving alone is the private space it offers … something with which transit likely cannot compete. This is strongly acknowledged by over half of drivers. However, while a very large group (nearly half) agrees strongly that rush hour driving is stressful, people tend to disagree that they often think about accidents when driving in heavy traffic. Only a minority agrees that they drive rather than take transit because it is raining. Of particular interest, however, a majority *disagrees* that they love cars and driving (62%).

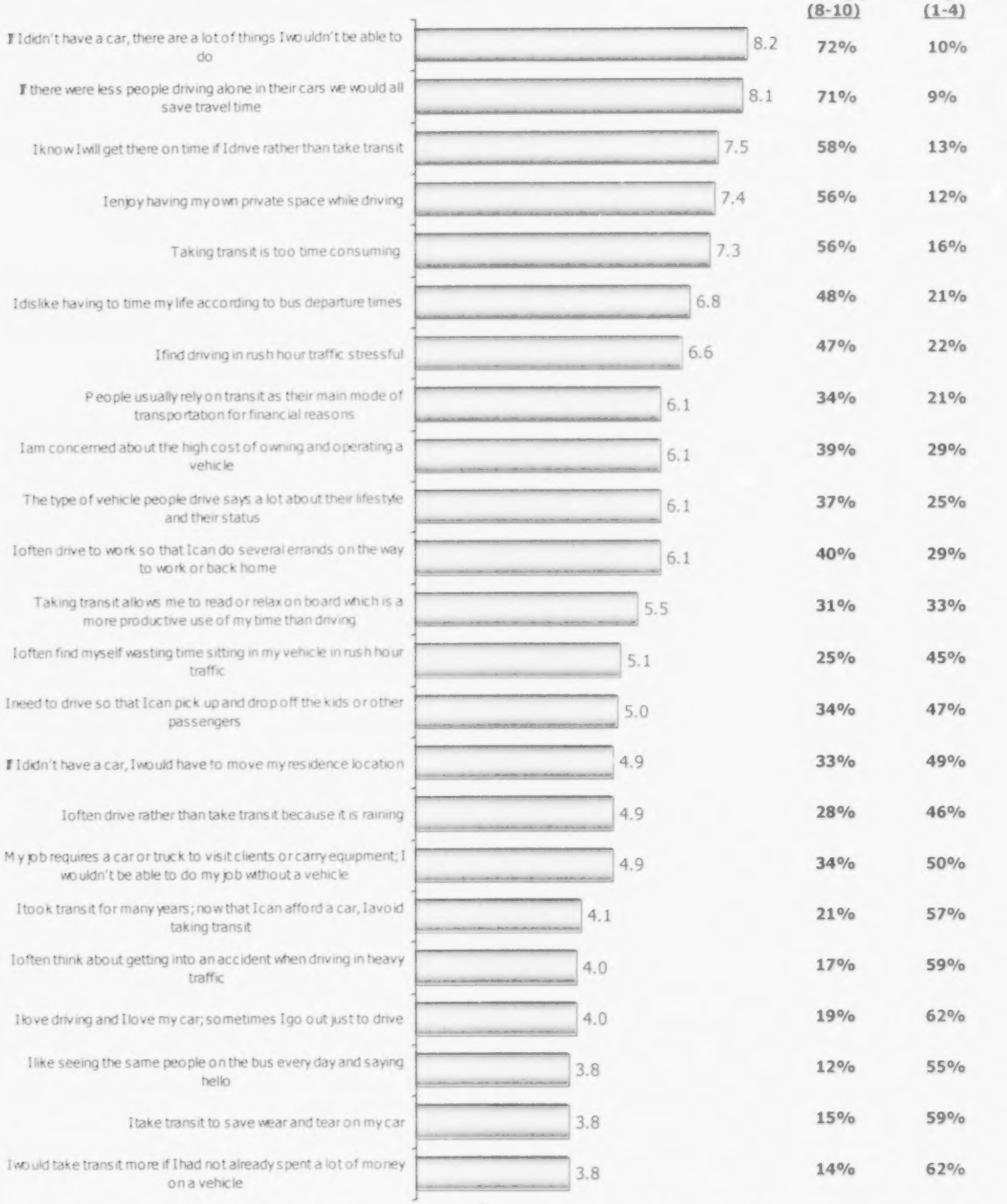
- Enjoy my own private space while driving (56% strongly agree, 7.4 mean)
- Driving in rush hour is stressful (47%, 6.6 mean)
- Time on transit is more productive—can read/relax (31%, 5.5 mean)
- Often drive rather than take transit because it's raining (28%, 4.9 mean)
- Love driving and love my car (19%, 4.0 mean)
- Often think about accidents when in heavy traffic (17%, 4.0 mean)
- Like seeing/greeting same people on bus every day (12%, 3.8 mean)

Status and cost issues:

Statements about the status of vehicle ownership generate a mix of opinion. People are split on whether the type of vehicle driven "*says a lot about their lifestyle and status,*" but note that this statement may generate some "politically correct" responses. There are mixed levels of concern about the high cost of owning a vehicle with a slight skew to more concern. Somewhat more people see a reliance on transit as an indicator of financial need, but there is considerable *disagreement* that transit is being avoided because they now can afford a car (57% disagree).

- Type of vehicle driven is a lifestyle/status statement (37%, 6.1 mean)
- Concerned about high cost of owning/operating auto (39%, 6.1 mean)
- Usually rely on transit as main mode for financial reasons (34%, 6.1 mean)
- Took transit for many years, now avoid it since can afford car (21%, 4.1 mean)
- I take transit to save wear and tear on my car (15%, 3.8 mean)
- I'd take transit more if had not already spent a lot on auto (13%, 3.8 mean)

Mean Values
Statements about Driving and Transit

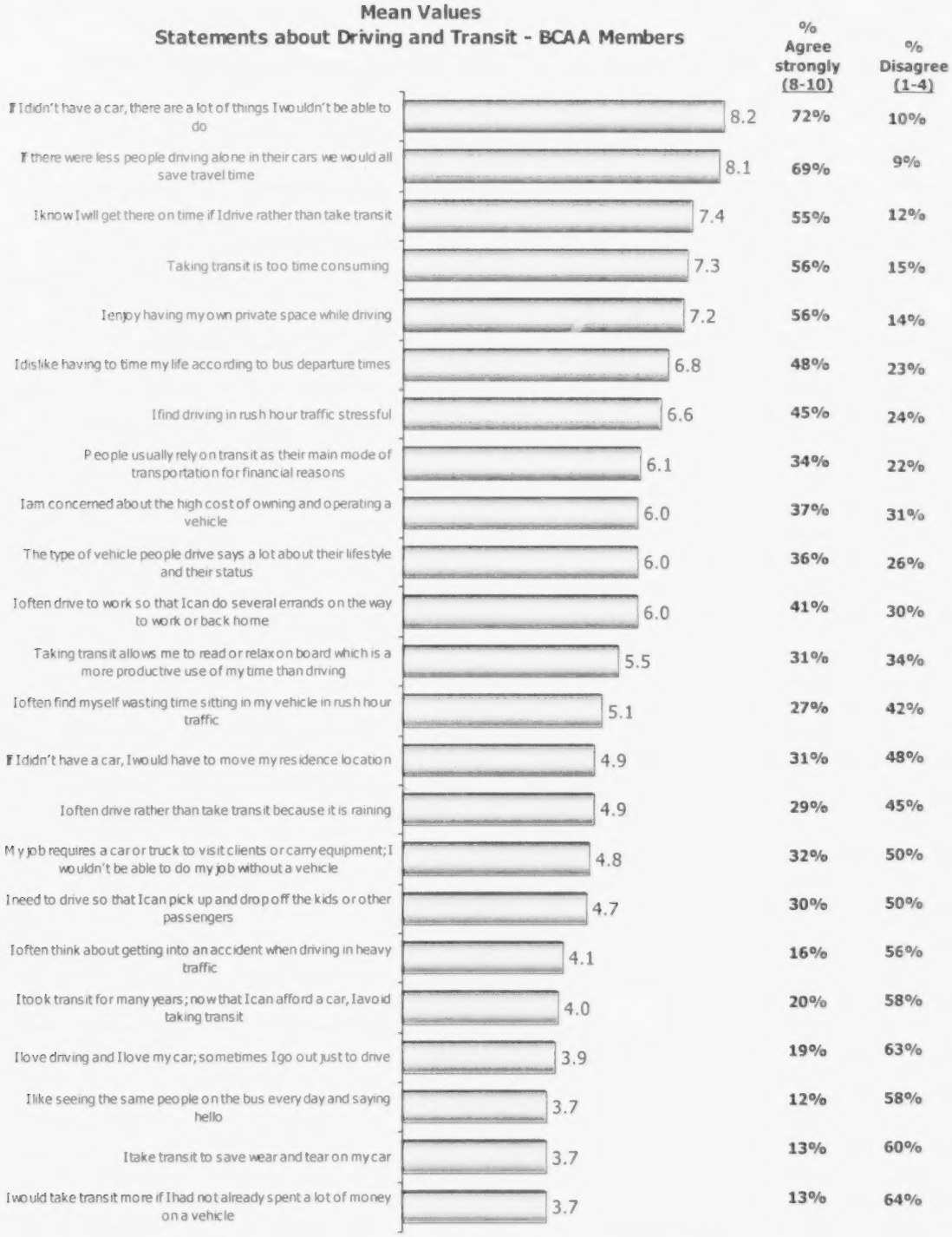

% Agree strongly (8-10)
% Disagree (1-4)
If I didn't have a car, there are a lot of things I wouldn't be able to do
8.2
72%
10%
If there were less people driving alone in their cars we would all save travel time
8.1
71%
9%
I know I will get there on time if I drive rather than take transit
7.5
58%
13%
I enjoy having my own private space while driving
7.4
56%
12%
Taking transit is too time consuming
7.3
56%
16%
I dislike having to time my life according to bus departure times
6.8
48%
21%
I find driving in rush hour traffic stressful
6.6
47%
22%
People usually rely on transit as their main mode of transportation for financial reasons
6.1
34%
21%
I am concerned about the high cost of owning and operating a vehicle
6.1
39%
29%
The type of vehicle people drive says a lot about their lifestyle and their status
6.1
37%
25%
I often drive to work so that I can do several errands on the way to work or back home
6.1
40%
29%
Taking transit allows me to read or relax on board which is a more productive use of my time than driving
5.5
31%
33%
I often find myself wasting time sitting in my vehicle in rush hour traffic
5.1
25%
45%
I need to drive so that I can pick up and drop off the kids or other passengers
5.0
34%
47%
If I didn't have a car, I would have to move my residence location
4.9
33%
49%
I often drive rather than take transit because it is raining
4.9
28%
46%
My job requires a car or truck to visit clients or carry equipment; I wouldn't be able to do my job without a vehicle
4.9
34%
50%
I took transit for many years; now that I can afford a car, I avoid taking transit
4.1
21%
57%
I often think about getting into an accident when driving in heavy traffic
4.0
17%
59%
I love driving and I love my car; sometimes I go out just to drive
4.0
19%
62%
I like seeing the same people on the bus every day and saying hello
3.8
12%
55%
I take transit to save wear and tear on my car
3.8
15%
59%
I would take transit more if I had not already spent a lot of money on a vehicle
3.8
14%
62%

1 = Disagree completely, 10 = Agree completely

Base: Total Regular Drivers (n=900)

Q.7) and Q11) Please rate each statement using a 10-point scale where 10 means "agree completely" and 1 means "disagree completely."

Mean Values
Statements about Driving and Transit - BCAA Members


% Agree strongly (8-10)
% Disagree (1-4)
If I didn't have a car, there are a lot of things I wouldn't be able to do
8.2
72%
10%
If there were less people driving alone in their cars we would all save travel time
8.1
69%
9%
I know I will get there on time if I drive rather than take transit
7.4
55%
12%
Taking transit is too time consuming
7.3
56%
15%
I enjoy having my own private space while driving
7.2
56%
14%
I dislike having to time my life according to bus departure times
6.8
48%
23%
I find driving in rush hour traffic stressful
6.6
45%
24%
People usually rely on transit as their main mode of transportation for financial reasons
6.1
34%
22%
I am concerned about the high cost of owning and operating a vehicle
6.0
37%
31%
The type of vehicle people drive says a lot about their lifestyle and their status
6.0
36%
26%
I often drive to work so that I can do several errands on the way to work or back home
6.0
41%
30%
Taking transit allows me to read or relax on board which is a more productive use of my time than driving
5.5
31%
34%
I often find myself wasting time sitting in my vehicle in rush hour traffic
5.1
27%
42%
If I didn't have a car, I would have to move my residence location
4.9
31%
48%
I often drive rather than take transit because it is raining
4.9
29%
45%
My job requires a car or truck to visit clients or carry equipment; I wouldn't be able to do my job without a vehicle
4.8
32%
50%
I need to drive so that I can pick up and drop off the kids or other passengers
4.7
30%
50%
I often think about getting into an accident when driving in heavy traffic
4.1
16%
56%
I took transit for many years; now that I can afford a car, I avoid taking transit
4.0
20%
58%
I love driving and I love my car; sometimes I go out just to drive
3.9
19%
63%
I like seeing the same people on the bus every day and saying hello
3.7
12%
58%
I take transit to save wear and tear on my car
3.7
13%
60%
I would take transit more if I had not already spent a lot of money on a vehicle
3.7
13%
64%

1 = Disagree completely, 10 = Agree completely

Base: Total Regular Drivers (n=900)

Q.7) and Q11) Please rate each statement using a 10-point scale ..

5.4 *Global warming/air pollution concern and perceived source*

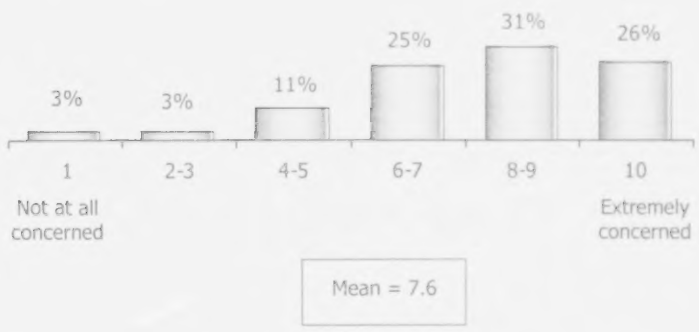
The driving public is expressing considerable concern for the issue of global warming and air pollution. The vast majority (82%) voice some concern (ratings of 6 or higher on a 10-point scale). Furthermore, over half have a high degree of concern with this issue --- 57% give ratings of "8 to 10" on the 10-point scale and one-in-four have the highest possible concern rating.

Groups that are the more concerned are:

- Nearly all regions of the GVRD (with means of 7.6 to 7.9), except the South Fraser East area has the lowest average concern rating (7.1)
- Women (8.0 vs 7.2 among men)
- Recent transit users (past month users averaging 8.1)

In total BCAA members views are similar to non-members (7.7 vs. 7.4)

Concern About Global Warming/Air Pollution

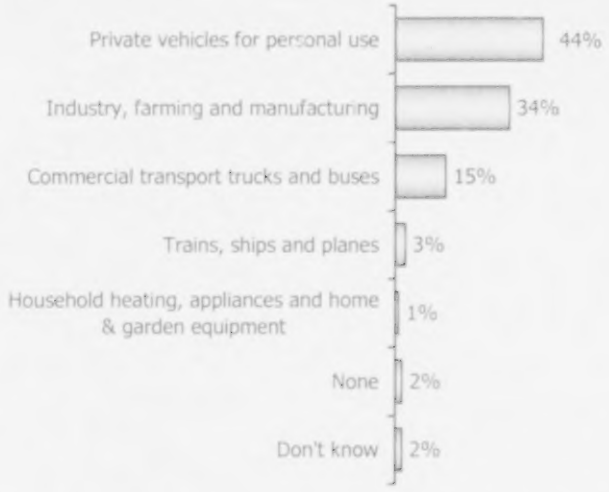


Base: Total regular drivers (n=900)

Q.12) How concerned are you about global warming and air pollution? Please use a scale from 1 to 10 where 10 means "extremely concerned" and 1 means "not at all concerned".

In terms of the source of the global warming/air pollution issue, more drivers identify private auto use as the largest single source (44%, approaching half). A sizeable group (34%) of regular drivers feel industry, farming and manufacturing are the largest source.

Perceived Largest Source of Global Warming/Air Pollution

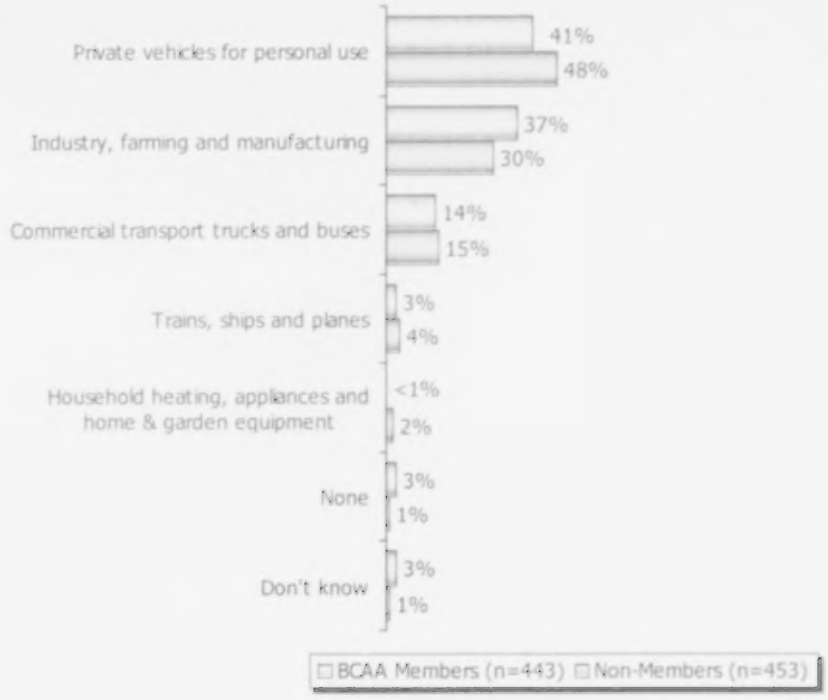


Base: Total regular drivers (n=900)

Q.13) Which one of the following do you believe is the largest single source of air pollution and global warming

While this pattern is similar across the GVRD regions, residents of the South Fraser East region are more likely than others to blame commercial transport trucks and buses (21% regard these are the largest source, compared to 9-13% in the other regions). BCAA members tend to be more divided between thinking private vehicle and industry/farming/ manufacturing are the largest sources (41% and 37%, respectively), but non-members are more apt to place blame on personal auto use (48%).

Perceived Largest Source of Global Warming/Air Pollution



Base: Total regular drivers (n=900)

Q.13) Which one of the following do you believe is the largest single source of air pollution and global warming

6.0 Awareness of Improvements, Value Perception and BCAA Advocacy

6.1 Awareness of TransLink Improvements

Virtually all drivers are aware of at least one of TransLink's improvements over the past five years. Almost universally known is the opening of the SkyTrain Millennium Line. Also widely known is the introduction of B-Line buses (Broadway Corridor to UBC, Granville Corridor to Richmond/Airport and the Coquitlam route).

Over half of drivers are aware of the major road and bridge improvements undertaken by TransLink and sizeable minorities (over 40%) know of Community Shuttle bus services and other service improvements (AirCare, HandyDART and car/vanpool services). Nevertheless, overall, TransLink's transit improvements have a higher profile among drivers than road/bridge improvements.

Awareness is higher among certain groups:

B-Lines:

- Significantly more awareness among residents of Vancouver/UEL, Burnaby/New Westminster/Richmond (85% and 76%, respectively); lowest in the South Fraser East region (49%)

Community Shuttles:

- Very widely known by residents of the Northeast Sector (77%), but also more known to Burnaby/New West/Richmond residents (50%) and South Fraser East (49%), compared to residents of Vancouver and the North Shore (23% and 28%, respectively).

Road/bridge improvements:

- Directionally higher among Burnaby/New Westminster/Richmond residents (61%) and South Fraser East (58%)

Improved AirCare, HandyDART, car/vanpool services:

- Those over 55 years of age (51%)

BCAA members' awareness levels are the same as seen for the driver population in total. As might be expected, past month transit users are more aware of the Millennium Line and the B-Line services.

Awareness of Transportation Improvements

	Total (900) %
Opened the new **SkyTrain Millennium Line**	92
Introduced limited stop express **B-Line buses** along Broadway to UBC and along Granville to the Airport and Richmond Centre, and in Coquitlam that can make the trip faster than a car	68
Made several million dollars of **major road and bridge improvements**	55
Improved AirCare, HandyDART, and car/vanpool services	43
Introduced **Community Shuttle bus services** that circulate around neighbourhoods in White Rock, Langley, Tri-Cities, New Westminster and Richmond, and connect up to major activity centres and regional transit services	43
None of these	2

Base: Total regular drivers

Q.8) Which, if any, of the following transportation improvements have you heard that TransLink has made in the past 5 years?

6.2 *Value for money received for TransLInk transportation dollar*

Opinion is divided on the value for money drivers feel they receive from TransLink for their "transportation dollar". Over 4-in-10 consider the value to be "good or excellent", but just over half regard the value as "fair or poor".

Positive perceptions ("good or excellent") are relatively greater among the following:

- Past month transit users (53%)
- Residents of Vancouver/UEL (48%)
- Older segment 55 years + (49%)
- Women (45%)

The pattern of opinion among BCAA members is the same as for non-members (42% with positive perceptions).

Rate Value for Money

Base: Total regular drivers (n=900)

Q.9) Thinking of some of the transportation services that have been delivered by TransLink, how would you rate the value for money you receive for your transportation dollar?

6.3 *BCAA advocacy for road/bridge/transit improvements*

BCAA members were probed about specific road, bridge and transit improvements they would like to see BCAA advocate on their behalf. Most offer their opinions and a wide variety of services and improvements are suggested. At the top of the list are references to bridges (another Fraser crossing, twinning the Port Mann, Patullo and Pitt River are all mentioned). Also noteworthy are requests for advocating the RAV line, better public transit (more/better routes, shuttles, express services), widening of highways, widening/re-paving other bridges, another Burrard Inlet crossing/SeaBus/ tunnel and further SkyTrain extensions. Significantly more residents of affected areas, naturally, favour advocacy for services they would be most likely to use (e.g., South Fraser East residents vote for the Fraser crossing improvements, North Shore residents for the Burrard Inlet). Interestingly, transit improvements are suggested to the same degree, regardless of how recently/if ever they used transit (about 12-17%).

Transit Improvements Would Like to See Advocated by BCAA

	Total BCAA Members (446) %	Region				
		City of Van (131) %	Bby/NW Rmd (98) %	North Shore (48) %	NES (33) %	South Fraser East (133) %
Another Fraser River crossing Twin Port Mann/ Patullo/ Pitt River	25	10	25	7	58	40
RAV	16	18	21	16	13	10
Better public transit/ more routes/more buses/ shuttles/ b-lines/ express	17	18	15	20	13	16
Widen #1/ #99/ the freeways/ highways	14	6	16	14	21	21
Improve/ widen/ re-pave other bridges (Knight, Arthur Lang, Alex Fraser, Oak, Lions Gate, Second Narrows, Burrard, Queensborough)	12	14	17	15	10	6
Another Burrard Inlet crossing/ more SeaBus/ a tunnel	9	9	3	47	-	2
Extend the SkyTrain to other parts of the GVRD	9	6	3	15	22	11
Better road surfaces/ maintenance/ improvement of smaller streets/ completing projects	7	7	7	7	15	5
Maple Ridge-Langley-Surrey crossing	5	1	4	-	15	10
Improve/ speed up traffic flow through Deas Island tunnel	4	1	5	-	-	8
Better/ wider/ faster access roads to and from #1 & #99/ the freeways/ highways	4	5	3	2	9	4
Lower fares	3	3	4	2	3	5
Introduce HOV lanes/ carpooling on all highways/ freeways	3	2	6	-	-	3
Late night service/ extended hours	3	5	2	2	-	2
More bike lanes/ routes	2	5	2	4	-	-
Better/ more effective driver training/ improve driving habits	1	3	-	-	-	1
New routes/ corridors going east-west	2	2	1	-	3	2
Safety improvements for the Sea-to-Sky highway	1	1	1	-	-	-
Parking issues (not enough available people parking on major streets)	2	3	2	-	3	1
Miscellaneous (law enforcement, traffic improvements, etc.)	9	8	11	3	10	9
Nothing specifically	14	22	15	12	3	10
Don't know	1	1	1	-	-	-

Base: Total regular drivers-BCAA members

Q.10) BCAA MEMBERS: What specific road, bridge and transit improvements would you like to see BCAA advocating for on your behalf?

7.0 Proposed Travel Choices Initiatives

TransLink has developed nine travel choice initiatives, designed to appeal to the commuter market and to reduce congestion in the peak hours. A second phase of quantitative research, conducted with people who drive to work alone in a vehicle without passengers, explored the potential for these concepts.

7.1 Level of Interest in Travel Choices

Introduction to Concept Testing

Phase 2 respondents were screened on traveling to work or school at least once per week alone in a vehicle without passengers, because the travel choice concepts tested were designed for work and school commuters. Respondents were next mailed or e-mailed a brief one-paragraph description of each concept and then attempts were made to re-contact them within about a week by telephone with subsequent callbacks as needed. The same descriptions were read aloud during the telephone callback interview and a couple of questions were asked for each concept, testing its appeal.

Respondents were asked: *"How likely would you be to [switch/reduce] travel by single occupant vehicle using this alternative at least once a month on a regular basis? Would you say you are very likely, somewhat likely, not very likely or not at all likely?"* Those who were very or somewhat interested in each service option were then asked to estimate the number of one-way SOV trips they would switch to transit or other alternative choices or the number of one-way SOV trips that would be reduced in an average week or month as a result of having access to the proposed initiative.

Method of Evaluating Concepts

Results are presented in two sections, first an overview of the key findings for all concepts and then more specific detail about each concept individually.

Interest is measured by the perceived likelihood of choosing the alternative over travel by single occupancy vehicle and by the relative SOV trip volume that could be reduced. Note that these interest levels assume 100% awareness of the concept among commuters.

TransLink Formula

In order to assess the magnitude of potential SOV trip reduction (potential reduced trip volume), we have employed a specific calculation used by TransLink's Marketing Research Department that down-weights claimed usage intentions (detailed on the next page). This method is used to approximate anticipated usage, since experience has shown that people tend to overstate their intentions to use a service concept.

The down-weighting scheme has separate adjustments for ***current transit users*** (drivers who have taken transit in the past month) and ***non-transit users*** (drivers who have not used transit in the past month). The formula assumes that, ***among current transit users***, 50% of those claiming to be "very likely to use" and 25% of those saying "somewhat likely to use" the concept will actually become users of the service/initiative. ***Among non-transit users***, it is assumed that 20% of those saying "very likely to use" and 10% of the "somewhat likely" group will become users. These proportions are then projected to population estimates for the specific concept's market. The population projections within each group (current transit and non-transit users) are multiplied by the average number of one-way SOV trips per week that interested respondents claim they would reduce if taking advantage of the new service/ initiative.

Estimated Potential Trip Volume =

CURRENT USERS projected to population 16 years & over for appropriate commuter group *
[((# "very likely" x .5) + (# "somewhat likely" x .25)) X Average # of one-way trips per week]

+

NON-TRANSIT USERS projected to population 16 years & over for appropriate commuter group*
[((# "very likely" x .2) + (# "somewhat likely" x .1)) X Average # of one-way trips per week]

** Population projections are based on 2001 Census statistics for the area of residence and reflect the incidence of qualifying current transit users and qualifying non-transit users in the study cross-section.*

The trip volume estimates in the market research analysis are used to:

a) Identify the "trip volume index" — the concept against which all others are measured, and then

b) Develop the order of magnitude of mode shift /trip potential for the proposed services.

7.2 Overview of interest in all concepts tested

Following is an overview of the level of interest in the nine concepts tested in this research. "Interest in each concept" is measured by the a) the proportion of potential commuters likely to use the proposed service/initiative and b) the relative proportion of SOV trip reduction that would be made by the total potential commuter market or segment thereof (e.g., employed commuters only or those who pay for parking at work). These proportions are based on the INDEX, or the most successful concept in terms of estimated trip reduction. The concept results are summarized below, in order of estimated SOV trip reduction. Note that the relative ranking of concepts is shown in parenthesis.

Overview: Most of these travel choice initiatives are well-received by the commuters in the survey. This suggests a high level of interest in making new choices for a few SOV trips on a regular basis. Note, however, that making people aware of the alternatives, generating buy-in by the community as a whole to help solve congestion and implementing the programs in an efficient manner will be critical to their success. Also, remember that there is often a tendency to be more enthusiastic in concept testing than in real life. These are simply indicators of consumer appeal of these initiatives, rather than actual demand forecasts. On this basis, however, there is clearly potential for the strongest of the concepts tested.

Free Van for Vanpooling to Work (Ranked #1)

- This concept of a free van provided by the employer for vanpooling to work is very popular and the top performing proposed initiative in terms of trip volume, generating the largest number of peak hour SOV trips shifted to another mode. As a result, this concept is the ***Index*** against which the others are measured in this report. Employees who join their company's vanpool would cover the cost of their insurance and fuel. This "free van" idea appeals to almost half of employed SOV commuters.

Work Two Days From Home (2)

- Working two days a week from home with e-mail/Internet/phone communications available is also highly popular with employed commuters. This concept is ranked second of the nine proposed initiatives. This initiative would eliminate 62% as much trip volume as the "Free employer van" concept would switch over to vanpooling.

Local Ride-Matching (3)

- This concept is the third ranked initiative in terms of SOV trip volume reduction, switching to car/vanpooling alternatives. The local ride-matching service has moderate appeal among both current transit users and non-transit commuters. It has the potential to cause a shift of as much as 59% as much SOV volume as the "Free employer van" program.

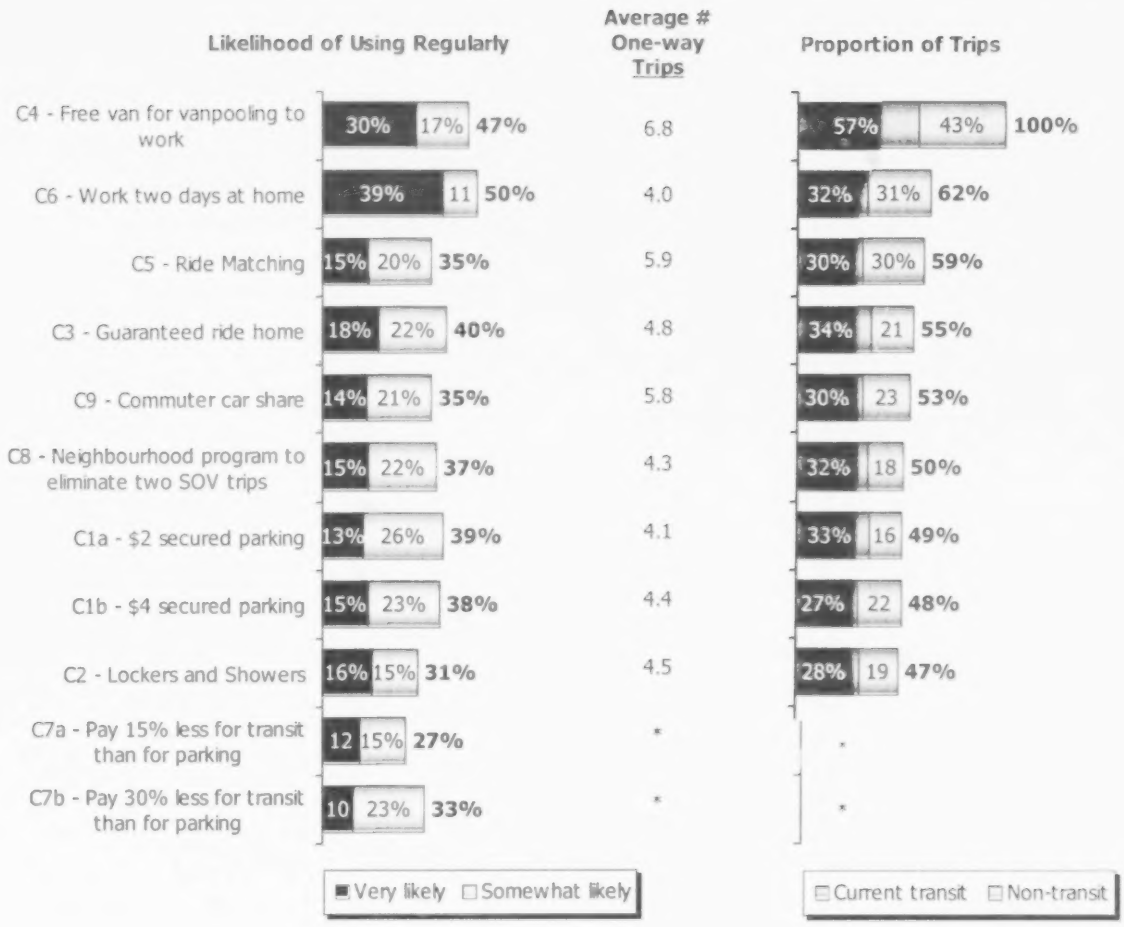
The remaining initiatives tend to generate interest from about 35-40% of SOVcommuters. In terms of trip volume, they have potential to induce choices in peak hours that will reduce or shift about 50-55% of the SOV trip volume as the top initiative, the "Free employer van" program.

These other programs include: guaranteed ride home, neighbourhood transportation consulting service, $2-4 secured parking for transit users, and lockers and shower facilities at work for commuters who choose to cycle, walk, jog, blade, board or wheelchair to work. Due to a small base of respondents who pay for their parking at work , the demand for the reduced transit pass cost concept (15% or 30% less than cost of parking at work) cannot be fully assessed in the same way at this time.

Q.3a) How likely would you be to use [CONCEPT] instead of driving alone without passengers at least once a month on a regular basis? Would you say you are: very likely, somewhat likely, not very likely or not at all likely to use it?

Q.3b) How many one-way trips in an average week or month do you think you would [switch to/use...]?

Base: Total Potential Commuter Market for specific concepts.



Likelihood of Using Regularly Based on Total Potential Commuter Market.

Average # One-Way Trips per Week: Based on Total Very or Somewhat Likely to Use the Proposed service.

Proportion of Trips: Based on INDEX – C4 – "Free Van for Vanpooling to Work" trip volume estimate.

** Base sizes too small to report trip volumes or averages per week.*

7.3 Level of Interest in Individual Travel Choice Concepts

This section summarizes results for each of nine concepts tested. In the case of two concepts the samples were split to test two different price points.

7.3.1 Concept #4 – Free Van for Vanpooling to Work

Description:

Free van for vanpooling to work. Your employer would provide a free company car or van to employees in your area for vanpooling to work; employees would be picked up at their door and dropped off at work; the vanpool can use HOV lanes for a faster trip; employees would pay a small fee for gas and insurance.

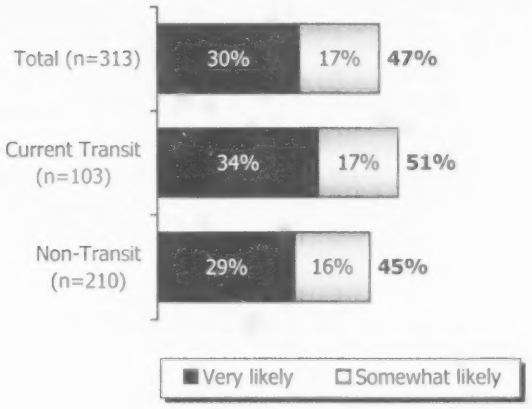
Designed for:

- Commuters who travel to ***work*** by single occupant vehicle at least once per week
- 26% of total GVRD population 16 years of age and over.

Key Findings — Free Van for Vanpooling to Work:

- This concept of a free van provided by the employer for vanpooling to work is very popular and the top performing proposed initiative in terms of trip volume. As a result, this concept is the index against which the others are measured in this report. Employees who join their company's vanpool would cover the cost of their insurance and fuel. This "free van" idea appeals to almost half of SOV commuters.

Likelihood of Switching to Vanpooling



Key Findings — Free Van for Vanpooling to Work, cont.:

Overall Usage	
▪ Total very/somewhat likely to use regularly ▪ 47%	• The vanpooling to work concept is very popular with both current transit users and non-transit users. • Most interested are: o Burnaby/New Westminster/ Richmond area residents , but also o Vancouver residents o Women and o Less affluent • Least interested are Northeast Sector and North Shore residents.
User Base	
▪ Predicted user base: ▪ 68,200 commuters	• The estimated number of people who would use this initiative is the second highest of the nine concepts tested.
Trip Volume	
▪ Trip volume ranking ▪ #1 ▪ Average # of one-way trips think they would switch from SOV in an average week: ▪ 6.8 one-way trips/week	• This proposed initiative has the highest trip volume and forms the relative INDEX against which other concept volumes are measured. • Interested commuters, on average, predict they would make nearly 7 fewer one-way SOV trips per week

7.3.2 Concept #6 – Work Two Days from Home

Description:

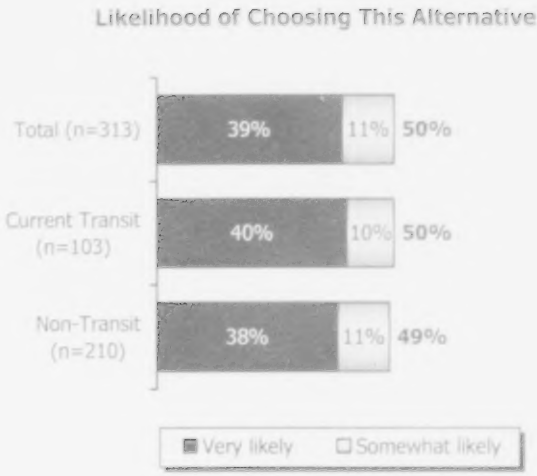
Work 2 days from home. You would be able to work from home 2 days a week, with regular communication by e-mail and Internet video camera.

Designed for:

- Commuters who travel to ***work*** by single occupant vehicle at least once per week
- 26% of total GVRD population 16 years of age and over.

Key Findings — Work Two Days from Home:

- Working two days a week from home with e-mail/Internet/phone communications available is also highly popular with commuters. This concept is ranked second of the nine proposed initiatives. This initiative would eliminate 62% of the SOV trip volume that the "Free employer van" concept would switch over to vanpooling.



Key Findings — Work Two Days from Home, cont.:

Overall Usage	

• Total very/somewhat likely to use regularly
  • 50%
	• The home telecommuting concept generates somewhat more enthusiasm than the "free van" vanpooling, since nearly 40% of employed commuters would be "very likely" to take advantage of it, if made available.
	• It is equally popular with current transit users and non-transit users.
	• Slightly more interested are:
	  • Those who pay for parking at work
	  • BCAA members

User Base	
• Predicted user base: • 75,100 commuters	• The estimated number of people who would use this initiative is the highest of all the concepts tested.
Trip Volume	

• Trip volume ranking
  • #2
  • 62% of Index
• Average # of one-way trips think they would switch from SOV in an average week:
  • 4.0 one-way trips/week
	• This proposed initiative has the second highest trip volume.
	• Interested commuters, on average, predict they would make nearly 4 fewer one-way SOV trips per week, as this is the basis of the concept description.

7.3.3 Concept #5 – Local Ride-Matching Service

Description:

Local ride-matching service. You would be able to use a local ride-matching service, by calling a 1-800 number, or registering on-line to match you with people in your neighbourhood, or on your route, who would be travelling to and from the same destination at the same time each day so that you could car/vanpool together.

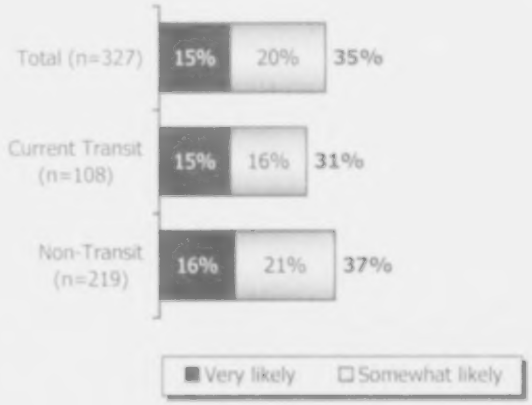
Designed for:

- Commuters who travel to ***work/school*** by single occupant vehicle at least once per week
- 29% of total GVRD population 16 years of age and over.

Key Findings — Local Ride-Matching:

- This concept is the third ranked initiative in terms of SOV trip volume reduction, switching to car/vanpooling alternatives. The local ride matching service has moderate appeal among both current transit users and non-transit commuters.

Likelihood of Switching to Carpool or Vanpool



Key Findings — Local Ride-Matching, cont.:

Overall Usage	
• Total very/somewhat likely to use regularly • 35%	• The ride matching service generates moderate interest overall, but notably weaker than the concepts ranked #1 and #2., since only 15% of work/school commuters would be "very likely" to use it. • It is about equally popular with current transit users and non-transit users. • Northeast Sector residents are least interested.
User Base	
• Predicted user base: • 58,100 commuters	• The estimated number of people who would use this initiative is in the moderate range.
Trip Volume	

• Trip volume ranking
  • #3
  • 59% of Index
• Average # of one-way trips think they would switch from SOV in an average week:
  • 5.9 one-way trips/week
	• This proposed initiative has the third highest trip volume, nearly as much as the home telecommuting option.
	• Interested commuters, on average, predict they would make nearly 6 fewer one-way SOV trips per week.

7.3.4 Concept #3 – Guaranteed Ride Home

Description:

Guaranteed ride home for employees who take transit or carpool/vanpool to work. Your employer would provide a guaranteed ride home for employees who take transit or car/vanpool to work but sometimes have to work late.

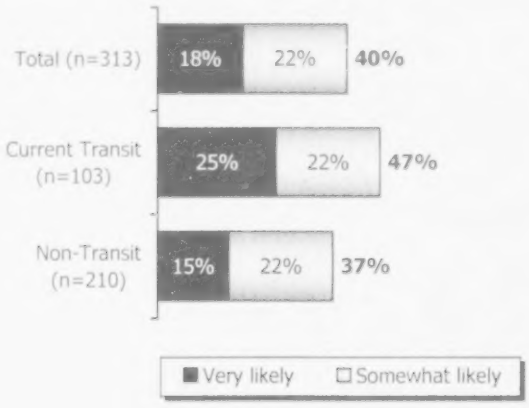
Designed for:

- Commuters who travel to *work* by single occupant vehicle at least once per week
- 26% of total GVRD population 16 years of age and over.

Key Findings — Guaranteed Ride Home:

- This concept is ranked fourth in its ability to switch peak hour SOV travel, which would shift over to transit or carpooling instead. It has somewhat greater appeal to current transit users, not surprisingly.

Likelihood of Switching to Transit or Carpool



Key Findings — Guaranteed Ride Home, cont.:

Overall Usage	
• Total very/somewhat likely to use regularly • 40%	• The guaranteed ride home service generates moderately high interest overall, but is weaker than the top two concepts, since only 18% of employed commuters would be "very likely" to use it. • It is more appealing to current transit users. • Older commuters (45+) are more interested than the younger group.
User Base	
• Predicted user base: • 55,000 commuters	• The estimated number of people who would use this initiative is in the moderate range.
Trip Volume	

• Trip volume ranking
  • #4
  • 55% of Index
• Average # of one-way trips think they would switch from SOV in an average week:
  • 4.8 one-way trips/week
	• This proposed initiative would shift just over half as many SOV trips to other choices as the top initiative (free van).
	• Interested commuters, on average, predict they would make nearly 5 fewer one-way SOV trips per week.

7.3.5 Concept #9 – Commuter Car Share

Description:

Commuter Car Share. As a transit rider you could use a car from a pool of cars located at major transit exchanges or stations to get to and from that station to work.

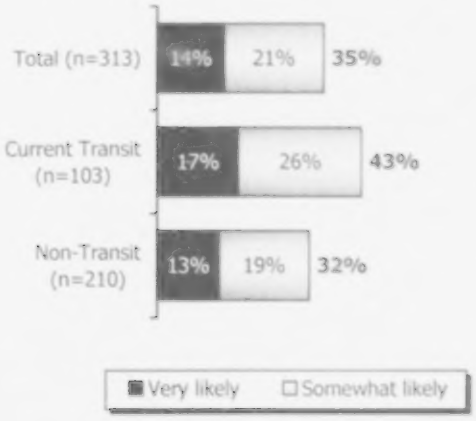
Designed for:

- Commuters who travel to ***work*** by single occupant vehicle at least once per week
- 26% of total GVRD population 16 years of age and over.

Key Findings — Commuter Car Share:

- This concept, ranked fifth, has moderate appeal and moderate volume potential. to shift peak hour SOV travel over to transit or carpooling instead for at least part of the trip to/from work. It has somewhat greater appeal to current transit users, as might be expected.

Likelihood of Using Shared Commuter Cars



Key Findings — Commuter Car Share, cont.:

Overall Usage	
• Total very/somewhat likely to use regularly • 35%	• The commuter car share service also generates moderately high interest overall, but only 14% of employed commuters would be "very likely" to use it. • It is more appealing to current transit users. • Less affluent commuters are more interested than their more affluent counterparts.
User Base	
• Predicted user base: • 45,900 commuters	• The estimated number of people who would use this initiative is lower than the other options tested.
Trip Volume	

• Trip volume ranking
  • #5
  • 53% of Index
• Average # of one-way trips think they would switch from SOV in an average week:
  • 5.8 one-way trips/week
	• This proposed initiative would shift just over half as many SOV trips as the top initiative (free van) to other choices for part of the commuting trip
	• Interested commuters, on average, predict they would make nearly 6 fewer one-way SOV trips per week.

7.3.6 Concept #8 – Neighbourhood Program to Eliminate One SOV Trip per Week

Description:

Neighbourhood program to eliminate one single occupant vehicle trip per week. A transportation consultant would meet with you at no charge at your place of work or home, to review your local travel patterns and suggest ways in which you can save time and money by using transit, walking, cycling or carpooling for at least one trip per week. By working with this transportation consultant you and your neighbours could get involved in a neighbourhood program in which each household would eliminate one single occupant vehicle trip per week.

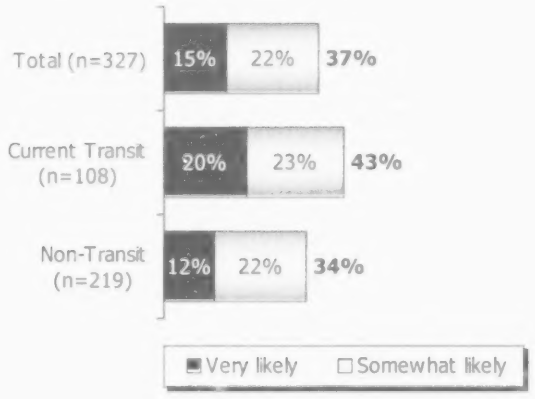
Designed for:

- Commuters who travel to ***work/school*** by single occupant vehicle at least once per week
- 29% of total GVRD population 16 years of age and over.

Key Findings — Neighbourhood Program to Eliminate One SOV Trip per Week:

- This program to assist people with using transit to save time and money is moderately well-received by commuters. Nearly four-in-ten show some positive interest, more so among current transit users. The volume potential for choosing another mode for one SOV trip per week is about half that found for the top performing concept.

Likelihood of Switching to Transit/Walking/ Cycling or Carpoling



Key Findings — Neighbourhood Program to Eliminate One SOV Trip per Week, cont.

Overall Usage	
▪ Total very/somewhat likely to use regularly ▪ 37%	▪ The transportation consulting service has moderate appeal. Only 15% of commuters say they would be "very likely" to use it. ▪ It has more appeal to current transit users. ▪ People who sometimes or never need a car for work are notably more interested.
User Base	
▪ Predicted user base: ▪ 64,200 commuters	▪ The estimated number of people who would use this initiative is in the moderate range.
Trip Volume	
▪ Trip volume ranking ▪ #6 ▪ 50% of Index	▪ This proposed initiative appears it would shift about half as many SOV trips as the top initiative (free van) to other choices.
▪ Average # of one-way trips think they would switch from SOV in an average week: ▪ 4.3 one-way trips/week	▪ Interested commuters, on average, say they would make just over 4 one-way SOV trips per week, but the program concept only aims to shift one trip.

7.3.7 Concept #1a/b – Secured Parking for Transit Users

Description:

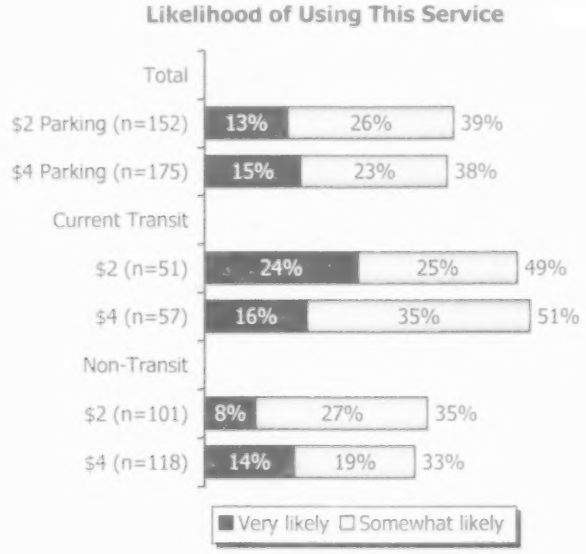
$2/$4 per day secured parking available only to people with a transit pass or ticket. Multi-purpose parking structures with retail services would be located adjacent to SkyTrain stations, SeaBus terminals and bus exchanges in municipalities outside Vancouver, for people who want to drive part of the way and then take transit. Errands can also be completed as part of the trip. Retail services at the parking structure might include a large low cost grocery store, dry cleaning establishment, movie rental and transit fare dealer. $2 per day secured parking would be available only to people with a transit pass or transit ticket.

Designed for:

- Commuters who travel to ***work/school*** by single occupant vehicle at least once per week
- 29% of total GVRD population 16 years of age and over.

Key Findings — Secured Parking (at 2 price points):

- Using a split cell methodology, two price points were tested for the secured parking facility. This concept is another moderately performing initiative with the potential to shift about half the volume of trips as the "free van" concept – although SOV would still form part of the trip chain. It draws considerable interest, but the intent to use is soft (few "very likely" overall). There appears to be no significant price sensitivity, as it performs about the same at both price points. (no significant difference).



Key Findings — Secured Parking Structure at $2/$4, cont.:

Overall Usage	

• Total very/somewhat likely to use regularly
  ▪ at $2 per day: 39%
  ▪ at $4 per day: 38%
	• Secured parking has noteworthy appeal, but not strong appeal. Only 13-15% of commuters say they would be "very likely" to use it.
	• It attracts more interest among current transit users.
	• Vancouver residents are less interested, as would be expected.

User Base	

• Predicted user base:
  ▪ at $2 per day: 68,000 commuters
  ▪ at $4 per day: 66,900 commuters
	• The estimated number of people who would use this initiative is in the moderately high range (3rd highest).

Trip Volume	

• Trip volume ranking
  ▪ #7
  ▪ at $2 per day : 49% of Index
  ▪ at $4 per day : 48% of Index
• Average # of one-way trips think they would switch from SOV in an average week:
  ▪ at $2 per day : 4.1
  ▪ at $4 per day : 4.4
	• This proposed initiative appears it would shift about half as many SOV trips as the top initiative (free van) to other choices with SOV still be used for part of the trip.
	• Interested commuters, on average, say they would make just over 4 one-way SOV trips per week.

7.3.8 Concept #2 – Lockers and Showers at Work/School for Selected Commuters

Description:

Lockers/showers at work (for commuters who cycle, walk, jog, blade, board, wheelchair)
Lockers and showers would be provided at your place of employment for people who cycle, walk, jog, blade, board or wheelchair to work.

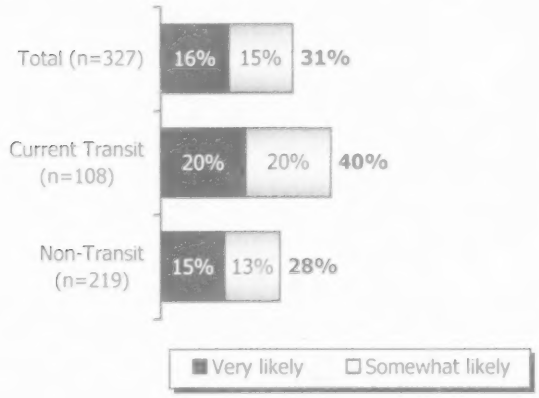
Designed for:

- Commuters who currently travel to ***work/school*** by single occupant vehicle at least once per week
- 29% of total GVRD population 16 years of age and over.

Key Findings — Lockers and Showers Provided at Work if Cycle/Walk/Jog/ Blade/Board/Wheelchair:

- This concept has just slightly less appeal overall, as it is designed for the more active commuter. Although it is the eighth in the ranking, the concept of a locker-shower facility at work for those who cycle, walk, jog, board, blade or wheelchair appears to have as much SOV volume potential as most of the other moderately well-received concepts.

Likelihood of Switching to Alternative Modes



Key Findings — Lockers and Showers at Work/School for Selected Commuters, cont.:

Overall Usage	
▪ Total very/somewhat likely to use regularly ▪ 31%	• The shower-locker facility for the physically active commuter attracts about 3-in-10 work/school commuters overall. About 16% of commuters say they would be "very likely" to make alternative choices, if the facility was available. • It has more appeal to current transit users. • More interested are:' • Vancouver residents and those in Burnaby/New West/Richmond are more interested (likely closer to their place of work). • Younger commuters (under 45) • People who pay for parking at work are also more interested.
User Base	
▪ Predicted user base: ▪ 60,100 commuters	• The estimated number of people who would use this initiative is in the moderate range.
Trip Volume	
▪ Trip volume ranking ▪ #8 ▪ 47% of Index ▪ Average # of one-way trips think they would switch from SOV in an average week: ▪ 4.3 one-way trips/week	• This proposed initiative appears it would shift nearly half as many SOV trips as the top initiative (free van).

7.3.9 Concept #7a/b – Choice of Paying Less for Transit Transfer Parking

Description:

(If currently pay for parking at work:) Choice of paying less for transit than for parking. Your employer would offer you the option of buying an employee annual transit pass at [15% / 30%] less than the cost of reserved parking at work.

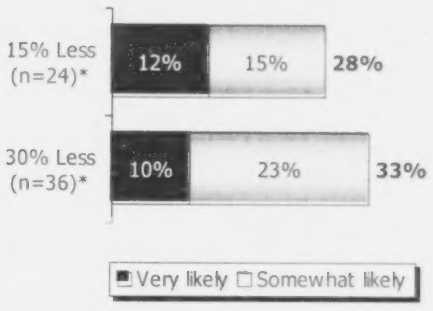
Designed for:

- Commuters who currently travel to ***work*** by single occupant vehicle at least once per week and who pay for parking at work.
- 6% of total GVRD population 16 years of age and over.

Key Findings — Choice of Paying Less for Transit Transfer Parking:

- Just 18% of working commuters pay for their own parking at their workplace. BCAA members are more likely to pay for parking at work (23% vs. 14% of non-members).
- The average amount paid is $68 per month (median is $55).
- Due to the low incidence of commuters who pay for parking at work, only a small base of respondents answered these concept questions. Since the sample was split to test two percentages, the base for volume measurement is too small for analysis. Qualitatively, however, there does appear to be some interest, albeit perhaps somewhat weaker than the other concepts tested.

Likelihood of Using This Alternative



Note: Base sizes too small for analysis of current transit and non-transit segments.

*CAUTION: Very small base sizes

8.0 Profile of "potential for SOV change"

8.1 Influence on potential for SOV change among SOV drivers

Knowledge Seeker (decision tree statistical software) was used to identify variables that have an influence on the ease with which GVRD residents can or are willing to make alternative choices to SOV twice a week. This statistical technique uses a consistent methodology, employing analysis of variance to establish data clusters and works from the most powerful to the least powerful variables that influence the dependent variable. The method produces clusters with very stable bases for its analysis (testing for the largest differences between means, "between groups" sums of squares).

The dependent variable was a construct created from Question 4a, which consisted of rating the "ease-difficulty" of adopting each of six types of changes – specifically,

- Four mode-shift scenarios: switching two SOV trips per week to each of 4 alternative modes (carpooling, walking, cycling and transit),
- Totally eliminating two SOV trips per week and
- Combining two SOV trips per week.

The dependent variable was a continuous variable from 1 to 7, with each value reflecting the degree to which the respondent was willing or able to adopt one or more of the proposed alternatives to SOV trips. A score of 1 meant that all the alternatives tested are "very difficult" and 7 meant that more than one was "very easy." Details of the variable creation are appended.

The resulting tree diagram identifies variables that have the most powerful influence on "ease-difficulty" to choose alternatives to two SOV trips per week, at the top of the tree, moving down the tree to variables of relatively lesser degrees of influence. The impact of these attitudes are measured using a "lift/suppression effect" index[1], which explains the extent to which the factor "lifts" or has a positive (+) influence, thereby increasing the ease of choosing alternatives to SOV, or the extent to which it "suppresses" or has a negative (-) influence, thereby reducing the ease of choosing alternatives to SOV travel.

Following are the findings.

[1] *Index values are calculated by dividing the average (mean value) for the tree cell by the average for the sample in total, then subtracting this from 100% results in a positive/negative "lift/suppression" effect.*

1) The most powerful influence on the "ease-difficulty" to change SOV travel is whether or not the person's ***job requires a vehicle***.
    a. If the person does NOT require a car for work, then this exerts a positive effect on the ease of making a change: a "lift" of +10% in the index.
    b. If the person does require a car for work (even if only infrequently), this exerts a negative influence (-6%) on their ease of changing.

2) The flexibility to ***change the time of an SOV trip in order to avoid traffic problems*** is another key variable for people who do NOT require a vehicle for work.
    a. If the SOV driver has past experience with changing the time of the SOV trip to avoid traffic problems, then a positive effect (a "lift" of +15%) is seen on their ease of switching/eliminating or combining 2 SOV trips per week (the dependent variable).
    b. On the other hand, if they have NOT changed the time of their SOV travel, then there is also a positive effect, but not as strong (+6%).

3) Among those who do NOT require a vehicle for work and have NOT changed their time of SOV travel in the past year, another factor exerts considerable influence. Not surprisingly, if they have ***switched any SOV trip to an alternative mode*** (transit, walk, cycle, or carpool), then they are much more likely to be agreeable to change future travel by combining, eliminating or switching 2 SOV trips per week. This past switching experience means that their ease to change in the future is positively influenced (or "lifted" by 13% in terms of the index).

4) Returning next to those who ***do require a vehicle for their job*** (this includes those who may only very infrequently require their car)...
    a. If they have ***eliminated an SOV trip*** in the past year, this past experience has a small but positive effect on their proclivity to future SOV changes. A +4% effect is seen on proclivity to choose alternative options.
    b. If they have ***not eliminated an SOV trip*** in the past year, then they are less inclined to adopt alternatives to SOV trips; the negative (or suppression) effect is -10%.

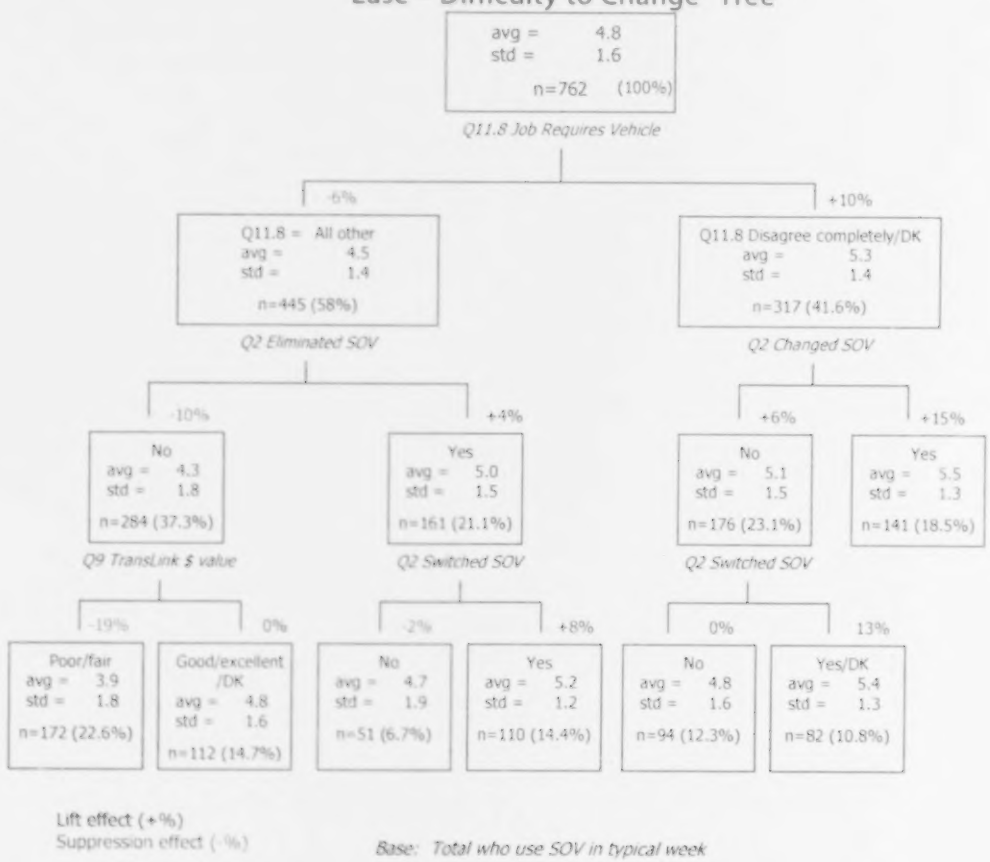
5) SOV drivers who require a vehicle for their job (even infrequently) and who have NOT eliminated an SOV trip in the past year are also influenced by ***perceptions about the value they receive for their transportation dollar from TransLink***.
    a. Those with a positive impression of the value they receive are not affected one way or another in their ease or difficulty in changing two SOV trips a week in the future.

b. However, those with a negative impression of their value for money from TransLink are adversely affected. This perception appears to exert considerable negative influence on their ratings of ease-difficulty to change two SOV trips in the future. A -19% effect is witnessed.

In sum, we can see that requiring a vehicle for work (even on an infrequent basis) is the strongest discriminator in terms of making choices other than SOV in the future. The SOV drivers with somewhat greater proclivity to choose alternatives in the future are:

- People who ***do not need their cars for work*** ***<u>and</u>*** who have ***changed their time of SOV travel*** to avoid traffic problems in the past (i.e., they are sensitive to heavy traffic and have the flexibility/or are willing to change behaviour accordingly) are also better candidates for altering their future behaviour.
- People who ***do not need their car for work*** ***<u>and</u>*** who have ***switched any SOV trip in the past year to alternative modes.***
- To a lesser degree, but still with somewhat greater potential are people who ***<u>do</u> need their car for work*** ***<u>and</u>*** who ***eliminated an SOV trip*** in the past ***<u>and</u>*** *who* have ***switched any SOV trip in the past year to an alternative mode.***

"Ease – Difficulty to Change" Tree



Lift effect (+%)
Suppression effect (-%)

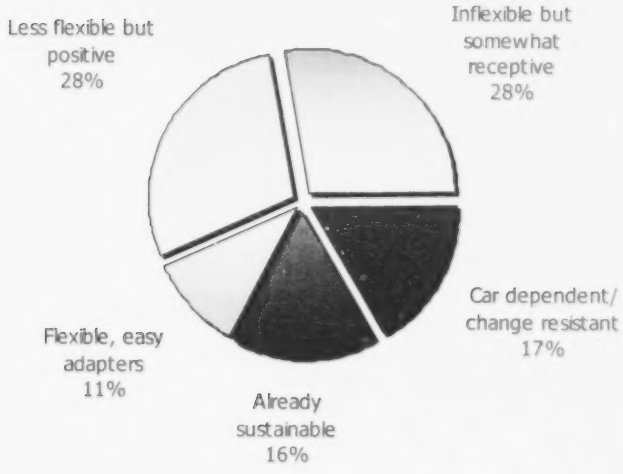
Base: Total who use SOV in typical week

8.2 *Ease-difficulty to change segments*

Following are the profiles of segments of regular drivers (drive at least three times a week for personal reasons) with a propensity to change/not change some of their travel to other transportation alternatives. These segments are derived from Question 4a and define the extent to which a group finds changing two SOV trips per week difficult to easy.

While only a small segment can make changes very easily, there is considerable receptivity to the notion.

Ease-difficulty to change segments


Less flexible but positive 28%
Inflexible but somewhat receptive 28%
Car dependent/ change resistant 17%
Already sustainable 16%
Flexible, easy adapters 11%

Base: Total Regular Drivers (who drive at least 3 times per week for personal reasons, such as commuting to work/school, shopping, picking up/dropping off passengers, personal business, entertainment, recreational or social reasons) n= 909

Derived from Q1e (main modes) and Q4a (ease-difficulty to change 2 SOV trips per week)

Group 1: Already sustainable (16% of regular drivers)

While these people drive at least three times per week for personal reasons, they do not make *SOV* trips in a typical week. Most of them carpool, but some use transit or other modes (walk, cycle, skateboard/ rollerblade). They have a slightly more positive view of TransLink's value than the norm (50% say it's "good or excellent".) Their attitudes are similar to the average driver in many ways with some exceptions, as follows:

- Greater concern about cost of owning and operating a vehicle
- Less belief that driving rather than transit will get them there on time
- Greater tendency to think that the type of vehicle one drives *is* a statement of lifestyle or status
- Since they are typically in carpools, it is not surprising that they are somewhat more likely to need to drive so they can drop-off/pick-up children and other passengers (average 5.7 vs. 5.0 for drivers in total).

Demographically, this group is:

- Balanced by gender
- Fewer employed than drivers overall (57% vs 76%)
- More retired than drivers overall (22% vs 14%)
- More transit users (33% past week, 56% past month)
- Fewer need a car for work/school
- Larger households
- Most likely married/equivalent (80%)
- Slightly more likely to have children (54%)
- Less affluent

Group 2: Flexible, easy adapters (11% of regular drivers)

Several transportation changes would be "very easy" for this group. What do they need to consider using transit? Like most other drivers, on-time reliability is #1, followed next by costing less than driving and parking and then being as fast as driving. They are:

- The least likely of any group to need to move residence if they had no car
- The most likely to find driving in rush hour stressful and
- Most apt to agree that transit allows them more productive use of their time.
- They have the most positive attitude about the value TransLink provides (53% say "good or excellent" value),
- The least likely to love driving and less likely to dislike timing their life to a bus schedule, and
- Are flexible because they are less apt to require a vehicle for their job and slightly less likely to need a car for picking up and dropping off others.
- They have the highest concern of any group about global warming and air pollution.

In the past year they have had the experience of having switched some SOV travel to an alternative mode (67%). They are more likely than groups 1 and 5 to have changed the time of travel to avoid traffic problems.

Demographically, this group is:

- Skewed female (58%)
- Slightly more BCAA members (52%)
- Largely employed (70%)
- Less likely to need car for work than the 'less flexible' segments (3,4,5)
- Slightly more retired than average (21% vs. 14%)
- Has more transit users (29% past week, 53% past month)
- Normal age distribution
- Married/equivalent (68%)
- Has highest proportion of NO children at home (64%)

Group 3: Less flexible, but positive (29% of regular drivers)

This group says that at least one of the transportation changes is "easy". They are similar to all other groups in terms of what they need to consider transit: on-time reliability, costing less than driving and parking and being as fast as driving. They tend to reflect typical driver attitudes with their average scores falling near the sample mean. They believe:

- They'd have to move residence if they had no car
- Enjoy the private space in their vehicle
- Slightly greater agreement that transit is too time consuming
- Know they'll get there if they drive
- They are divided in their attitude toward the value they receive for their transportation dollar.
- They tend to dislike timing their life to the bus schedule
- And strongly feel they couldn't do a lot of things without a car.

Their profile of SOV changes made in the past year is much like the average driver but slightly more in this group have changed the time they travel to avoid traffic problems (47%, a higher level than groups 1 and 5).

Demographically, this group is:

- Skewed female (57%)
- Have a higher than average proportion of BCAA members (54%)
- Largely employed (74%)
- Has a normal age distribution
- Is married/equivalent (66%)
- Slightly more who need car for work (than segments 1 and 2)
- Other demographics are typical.

Group 4: Inflexible but somewhat receptive (28% of regular drivers)

This group feels that one or more of the transportation changes is "somewhat easy", but none are very easy. They are the most demanding of all groups with regard to expecting a transit trip that is as fast as driving if they were to consider switching. Like the average driver profile, they also feel strongly that they wouldn't be able to do a lot without a car. They are the most likely to drive rather than take transit because it's raining and often drive to work so they can do several errands on the way.

They believe:

- They'd have to move residence if they had no car
- Enjoy the private space in their vehicle
- Slightly greater agreement that transit is too time consuming
- Know they'll get there if they drive
- Tend to dislike timing their life to the bus schedule
- Tend to have a slightly negative attitude about the value they receive for their transportation dollar (60% fair or poor).

Their profile of SOV changes made in the past year is much like the average driver.

Demographically, this group is:

- Skewed very slightly male (54%)
- Have an average proportion of BCAA members (45%)
- High employment level (82%)
- Has very few in the retired/over 65 segment
- Is married/equivalent (68%)
- Average proportion with children at home (40%)
- Somewhat more who need car for work (than segments 1 and 2)
- Other demographics are typical

Group 5: Car dependent / change resistant (17% of regular drivers)

This group considers all of the proposed transportation changes are difficult. They also demand a transit trip that is as fast as driving if they were to consider switching.

They are car dependent … more than any other group they believe:

- Couldn't do a lot without a car (highest of all groups)
- Know they'll be on time if they drive (highest of all groups)
- Their job requires a car (highest of all groups)
- Without a car, they'd have to move
- Enjoy the private space
- Least bothered by stress in rush hour

They're more negative about transit:

- Too time consuming (highest of all groups)
- Greater dislike about timing their lives to a bus schedule
- Disagree more than others that they'd take transit more if they hadn't spent so much on a vehicle
- And the most negative of all groups about the value of their transportation dollar (62% fair or poor).
- They are less concerned about global warming/air pollution, compared to the other groups, but still tend to be somewhat concerned.

In terms of their profile of SOV changes made in the past year, they are below the average for all types of changes, although two-thirds have combined trips and over one-third say they have switched to an alternative mode at some point.

Demographically, this group is:

- Skewed heavily male (74%)
- Have an average proportion of BCAA members (45%)
- The highest employment level (89%)
- Greatest likelihood of needing car for work
- Suburban dwellers (skew to Surrey)
- Lowest incidence of transit use in past month (2%)
- More in the middle-aged group (59% are 35-54 years)
- Very few are in the retired/over 65 segment
- Average in terms of other demos

Ease-Difficulty to Change Profile						
	Total Qualifiers (900) %	1- Already sustainable (No SOV in typical week) (139) %	2- Flexible / easy adapters (Several very easy to change) (105) %	3- Less flexible positive (One very easy) (266) %	4- Inflexible / receptive (Somewhat easy to change) (242) %	5 – Car dependent / change resist (Difficult to change/DK) (148) %
Gender						
Male	52	51	42	43	54	74▲
Female	48	49	58	57	46	26
Member of BCAA						
Yes	47	38	52	54	45	45
Primary member	31	24	34	37	29	32
Associate member	14	12	16	16	14	12
Don't know/ not sure	1	2	2	1	2	0
No	53	61	48	46	55	56
Don't know	1	1	0	0	1	0
Employment Status						
Employed	76	57▼	70	74	82	89
Employed outside the home	66	49	55	64	71	82
Employed full-time outside the home	51	37	42	46	53	72▲
Employed part-time outside the home	15	12	13	17	19	10
Working from your home	12	9	19	14	12	11
Student	7	5	5	8	8	4
A full-time student	4	4	3	5	5	2
A part-time student	3	1	2	3	3	3
Retired	14	22	21	14	9	7
A Homemaker	5	10	3	6	4	1
Unemployed	3	7	5	1	3	2
Refused	0	1	0	0	0	0

Ease-Difficulty to Change Profile (continued)

	Total Qualifiers (900) %	1- Already sustainable (No SOV in typical week) (139) %	2- Flexible / easy adapters (Several very easy to change) (105) %	3- Less flexible positive (One very easy) (266) %	4- Inflexible / receptive (Somewhat easy to change) (242) %	5 – Car dependent / change resist (Difficult to change/DK) (148) %
Residence						
Vancouver/UEL	28	30	35	27	32	15▼
BBY/New West/Richmond	22	19	26	22	25	18
Richmond	10	9	8	8	14	9
Burnaby	10	8	15	10	9	8
New Westminster	3	1	4	4	3	2
North Shore	10	11	7	12	8	10
North Vancouver	8	9	7	9	7	9
West Vancouver	2	2	0	4	2	2
Northeast Sector	9	8	8	8	8	12
Coquitlam	5	5	7	5	5	6
Port Coquitlam	2	2	1	2	2	5
Port Moody/Anmore/Ioco	1	1	0	1	2	1
Surrey/WR/Langley/Delta/ Pitt Meadows/ Maple Ridge	31	32	25	30	27	44▲
Surrey	14	16	10	15	12	15
Langley	5	4	4	5	4	10
South Delta/Ladner/Tsawwassen	4	2	2	5	4	7
Maple Ridge/Pitt Meadows	4	5	3	3	3	8
North Delta	3	4	3	2	3	3
White Rock	1	1	2	1	1	1
Aldergrove	0	1	1	0	0	0
Last Time Used Public Transit						
Within the past week	19	33▲	29▲	14	21	9
Within the past month, but not past week	18	13	24	22	17	11
2-6 months ago	26	25	22	28	23	30
7-12 months ago	10	6	8	9	11	13
Longer than one year ago	26	18	18	26	27	37▲
Never used it	2	5	0	1	1	1
Don't know	0	1	0	0	1	0

Ease-Difficulty to Change Profile (continued)

	Total Qualifiers (900) %	1- Already sustainable (No SOV in typical week) (139) %	2- Flexible / easy adapters (Several very easy to change) (105) %	3- Less flexible positive (One very easy) (266) %	4- Inflexible / receptive (Somewhat easy to change) (242) %	5 – Car dependent / change resist (Difficult to change/DK) (148) %
Age						
16 to 24	8	9	9	10	8	4
25 to 34	20	25	13	17	23	19
35 to 44	26	29	15	27	25	29
45 to 54	22	10	28	20	25	30
55 to 64	13	9	19	14	14	12
65 years and over	11	19▲	16▲	13▲	5	6
Refused	0	0	0	0	1	1
Use Vehicle while at work/school						
Most of the time	30	16	24	34	29	35
Some of the time	26	29	23	20	31	24
Rarely or	17	21	16	17	17	13
Never	28	34	34	28	22	27
Don't know	1	0	2	0	1	1
Number of vehicles insured by members in household						
Car/vans/trucks						
0	0	0	0	0	0	0
1	35	49	39	36	33	23
2	46	41	41	42	48	58
3 +	19	9	21	23	18	19
Don't know/ refused	0	0	0	0	1	0
Motorcycles/scooters						
0	95	97	93	96	94	95
1	5	4	7	4	5	5
2 +	0	0	0	0	0	0
Don't know/ refused	0	0	0	0	1	0

Ease-Difficulty to Change Profile (continued)

	Total Qualifiers (900) %	1- Already sustainable (No SOV in typical week) (139) %	2- Flexible / easy adapters (Several very easy to change) (105) %	3- Less flexible positive (One very easy) (266) %	4- Inflexible / receptive (Somewhat easy to change) (242) %	5 – Car dependent / change resist (Difficult to change/DK) (148) %
Number of People in Household						
1	12	3	10	16	14	10
2	34	34	41	36	30	33
3	22	20	28	17	24	25
4	20	27	16	18	19	25
5 or more	12	16	5	14	13	8
Refused	<1	-	-	<1	1	-
Mean	2.9	3.3	2.7	2.9	2.9	2.9
Marital Status						
Single	20	15	15	22	22	19
Married	60	73	58	56	60	60
Living together	10	7	11	11	9	13
Divorced	6	2	10	6	5	7
Widowed	3	1	6	5	2	1
refused	1	1	0	1	2	0
Children Under 18						
Yes	34					
No	66					
Household Income	**(900)**	**(139)**	**(105)**	**(266)**	**(242)**	**(148)**
Less than $30,000	9	12	11	9	8	4
$30,000 to less than $50,000	19	29	12	17	19	16
$50,000 to less than $70,000	20	23	22	20	19	20
Or $70,000 and over	40	24	45	40	42	47
Don't know/ refused	13	12	10	14	12	13

8.3 *Attitudes affecting rush hour stress*

Decision tree analysis was used to investigate the attitudes that have greatest impact on feelings about rush hour stress. The impact of these attitudes are measured using a "lift/suppression effect" index[2], which explains the extent to which the factor has a "lift" or positive influence, thereby increasing the stress felt, or it has a "suppressing" or negative influence, thereby reducing the stress felt.

The findings indicate that the following attitudes have the most powerful influence on how much people are stressed by driving in the rush hour. These may be useful in developing communications strategies.

1) Wasting time in rush hour: Not surprisingly, the extent to which drivers feel stressed is due in part to the degree that they feel they are wasting time. This is the most powerful factor affecting rush hour stress (among those attitudes measured in this study, that is).

- Strong agreement about "wasting time" has considerable impact on feeling stressed – a "lift effect" index of +21% is seen for those who agree strongly they are often wasting time sitting in a car during rush hour (8-10 agreement ratings on the 10-point scale). The more drivers feel they are wasting time the more stress they feel.
- If drivers *disagree* that they are "wasting time" in rush hour, then there is a reduction in the index of -15%, meaning that they feel much less stressed by driving in rush hour.

2) Global warming/air pollution concern: A factor that exerts a great deal of influence on feelings of stress during rush hour is the extent to which people have concerns about global warming and air pollution. This applies just to people who strongly agree that they are wasting time sitting in rush hour traffic.

- If they have a strong concern about global warming/air pollution (8-10 on the 10-point scale of concern) ***and*** feel they are wasting time , then there is a notable increase in feeling stressed driving in the rush hour: + 27%.
- If they feel they are wasting time in rush hour, but are not strongly concerned about global warming/air pollution (i.e., neutral to slight concern *or* they are relatively unconcerned), then the overall effect is much less +8%. In other words, stress feelings are reduced by less of a concern for greenhouse gases.

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[2] *Index values are calculated by dividing the average (mean value) for the tree cell by the average for the sample in total; then subtracting this from 100% results in a positive/negative "lift/suppression" effect.*

3) High cost to own and operate a vehicle: Drivers whose feelings about wasting time in rush hour are in a more neutral range (ratings of 5-7 on the 10-point scale) are affected by the high cost of owning and operating a vehicle.

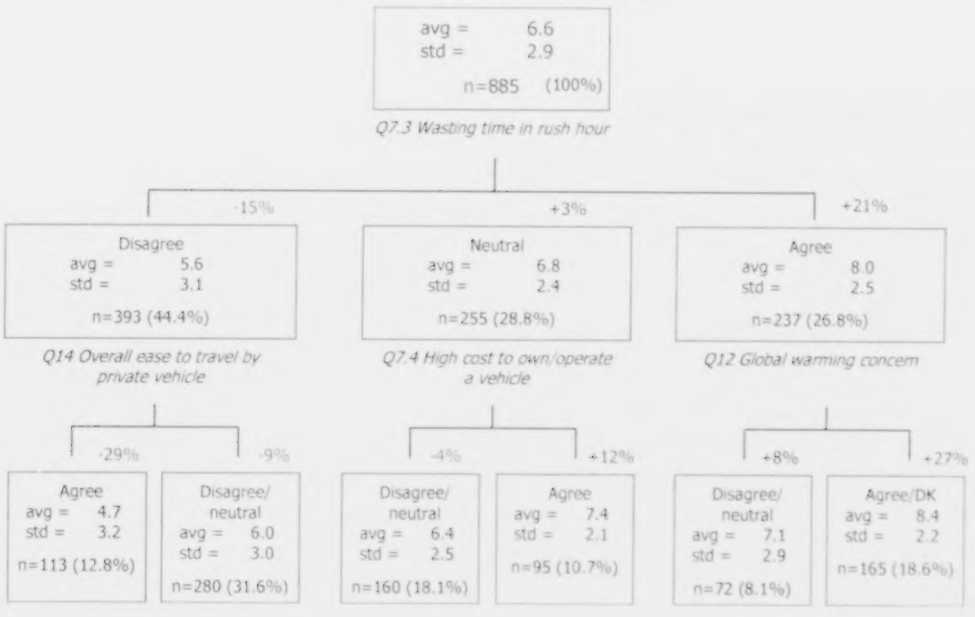
- Their feelings of rush hour stress are increased somewhat if they strongly agree that it is very costly to own and operate a vehicle (+12% on the index).
- If they disagree or are more neutral about the cost of owning/operating a vehicle, then their feelings about rush hour stress are reduced (-4% on the index).

4) Overall ease of traveling around Greater Vancouver by private vehicle: Those drivers who generally do ***not*** believe they are often wasting time in rush hour (ratings of 1-4 on the 10-point scale) are next influenced by the degree to which they feel driving around Greater Vancouver by private vehicle is very easy or very difficult.

- Their feelings of rush hour stress are reduced significantly if they find driving around the metro area is very easy (+29% on the index).
- If they find driving around by private vehicle to be more difficult or very difficult, then their feelings about rush hour stress are also reduced but not nearly as much (-9% on the index).

These are the related messages that will resonate with different segments of the driver population when communicating about rush hour stress.

"Rush Hour Stress" Tree



Lift effect (+%)
Suppression effect (-%)

10-point scale re-grouped: Agree = rated 8-10 Neutral = rated 5-7 Disagree = rated 1-4

Base: Total regular drivers (with opinion on Q.7.5 "I find driving in rush hour stressful".

9.0 Study Area Profile

Demographic Profile

	Total Study Area (1461) %	Total Non-Qualifiers (561) %	Total Qualifiers (900) %	BCAA Members (443) %	Non-Members (453) %
Gender					
Male	48	42	52	46	58▲
Female	52	58▲	48	54▲	42
Age					
16 to 24	12	19	8	5▼	10
25 to 34	19	18	20	15	24
35 to 44	22	16	26	20	31
45 to 54	19	15	22	21	24
55 to 64	12	9	13	21▲	7
65 years and over	16	23	11	18	5▼
Valid Driver Licence					
Yes	87	65	100	100	100
Member of BCAA					
Total	37	21	47	67	-
Primary member	25	13	31	30	-
Associate member	12	7	14	3	-
Don't know/ not sure	1	<1	1	-	-
Drive in the GVRD 3 times a week					
Total	62	-	100	100	100
Employment Status					
Employed	66	50▼	76	70	81
Employed outside the home	58	45	66	58	72
Employed full-time	44	32	51	46	56
Employed part-time	14	13	15	13	17
Working from your home	10	6	12	14	11
Student	10	15▲	7	5	9
Full-time	7	13	4	3	5
Part-time	3	3	3	2	3
Retired	18	25	14	22▲	6▼
A homemaker	5	6	5	5	4
Unemployed	5	7	3	1	4

Demographic Profile (continued)

	Total Study Area 1461 %	Total Non-Qualifiers 561 %	Total Qualifiers 900 %	BCAA Members (443) %	Non-Members (453) %
Residence					
Vancouver	30	33	28	30	25
Burnaby/ New West/ Richmond	22	21	22	23	22
Burnaby	10	10	10	10	10
Richmond	9	7	10	10	10
New Westminster	3	3	3	4	2
North Shore	9	7	10	11	9
North Vancouver	7	5	8	9	7
West Vancouver	2	2	2	2	2
Northeast Sector	9	9	9	7	11
Coquitlam	5	6	5	4	7
Port Coquitlam	2	2	2	2	3
Port Moody/ Anmore/Ioco	1	1	1	1	1
Surrey/White Rock/ Langley/Delta/ Pitt Meadows/ Maple Ridge	31	30	31	29	33
Surrey	14	14	14	12	15
Langley	5	5	5	4	6
Maple Ridge/ Pitt Meadows	4	4	4	3	5
South Delta/ Ladner/ Tsawwassen	4	3	4	7	2
North Delta	3	2	2	2	4
White Rock	2	2	1	1	1
Aldergrove	<1	<1	<1	<1	<1
Last time used Public Transit					
Within the past week	33	55▲	19	18	21
Within the past month, but not past week	14	9	18	19	16
2-6 months ago	19	8	26	25	27
7-12 months ago	8	6	10	12	7
Longer than one year ago	22	17	26	25	26
Never used it	2	4	2	1	2

Demographic Profile (continued)

	Total Study Area (1461) %	Total Non-Qualifiers (561) %	Total Qualifiers (900) %	BCAA Members (443) %	Non-Members (453) %
Attend UBC/ SFU (among students)	**(135)**	**(80)**	**(55)**	**(19)**	**(36)**
Have a U-pass this year	28	23	32	29	34
Use Vehicle while at work/school (employed/students)	**(1006)**	**(319)**	**(687)**	**(303)**	**(382)**
Most of the time	23	9	30	29	30
Some of the time	20	9	26	31	21
Rarely	14	10	17	14	19
Never	41	71▲	28	25	30
Number of vehicles insured by members in household	**Mean**	**Mean**	**Mean**	**Mean**	**Mean**
Cars/Vans/ Trucks	1.7	1.2▼	1.9	2.0	1.9
Motorcycles/ Scooters	.1	<.1	.1	<1	1
Number of People in Household					
1	15	21	12	14	9
2	34	33	34	39	30
3	19	16	22	22	21
4	20	18	20	15	26
5 or more	12	11	12	10	14
Mean # of people	2.9	2.7	3.0	2.7	3.2
Mean # are 16 or over	2.3	2.2	2.4	2.3	2.4
Life Stage					
Single	26	37▲	20	17	22
Married	53	41	60	61	60
Living together	9	6	10	8	11
Divorced	6	7	6	7	5
Widowed	4	6	3	6	1
Children in Household					
Total with children in household	34	29	36	26▼	46▲
Income					
Less than $30,000	13	21▲	9	8	9
$30,000 to less than $50,000	20	21	19	16	21
$50,000 to less than $70,000	17	12▼	20	19	22
Or $70,000 and over	30	13▼	40	41	39

10.0 Media Preferences for Traffic Reporting (Omnibus questions)

Two questions on media preferences were included in Mustel Group's June Omnibus study, so as not to further length the Travel Choices questionnaire. The Omnibus was conducted among a random sample of 500 GVRD residents 18 years of age and over.

The favourite stations for Traffic News are:

- News 1130 am (with a 20% following)

and

- CKNW (with 14%)

In terms of traffic reporters, Sarah Daniels was the only name mentioned; there is no name recognition for traffic reporters.

Appendices

1. Questionnaires and Concept Mail-out
2. Report of Calls
3. Concept Spreadsheet

Screening/Recruiting Section

A-1. GENDER **[OBSERVE & RECORD]**

BASE: Total Screened	
MALE	
FEMALE	

A-2. Does anyone in your household work for a marketing research company, for BCAA (British Columbia Automobile Association) or for TransLink, Coast Mountain Bus Company, SkyTrain, SeaBus, Albion Ferry, West Coast Express, Metro Shuttle or DW Services?
IF YES TO ANY THANK AND TERMINATE AS OCCUPATIONAL NON-QUALIFIER.

B. First of all, do you currently hold a valid driver's license?

BASE: Total Screened	
Yes	
NO → The rest of our study focuses on drivers. We just have a few more basic data questions for you so we can classify the data. GO TO BASIC DATA and ASK AGE, GENDER, HOUSEHOLD SIZE, # VEHICLES IN HOUSEHOLD, EMPLOYMENT STATUS)	

C. Are you a commercial driver? (delivery van/truck driver OR taxi/bus/limo driver)

BASE: Total Screened	
YES → Please only answer the rest of the survey questions about your personal travel, not about driving a vehicle as part of your job.	
NO	

D. Are you, yourself, currently a member of BCAA (the British Columbia Automobile Association)?

BASE: Total Screened	
YES → Are you the primary BCAA member or an associate member?	
Primary member (main member/receives mailings)	
Associate member	
Don't know/not sure	
NO	

Next, some questions about your travel in the Greater Vancouver area.

E. IF LICENSED DRIVER: Do you drive a car, van or truck in Greater Vancouver at least three times per week for personal use, such as driving to work, shopping, etc.?

BASE: Total Licensed Drivers		
YES: CONFIRM "at least 3 times per week on average?"		QUALIFIERS "Regular Drivers"
NO → While you don't qualify for the in-depth survey, the answers you've given us are important too and we just have a few more basic data questions so we can classify the data. GO TO Q.F & G (Employment status & Municipality) then TO BASIC DATA & ASK: AGE, GENDER, HOUSEHOLD SIZE, # VEHICLES IN HOUSEHOLD,)		NON-QUALIFIERS

F. EVERYONE: Are you currently: (**READ LIST)**

1a) BASE: Total Screened	
Employed full-time outside the home	
Employed part-time outside the home	
Working from your home	
A Homemaker	
Unemployed	
A full-time student	
A part-time student	
Retired	
REFUSED	

G. EVERYONE: In which municipality do you live? (PROBE IF NEEDED. INSERT MUNICIPALITY LIST)

IF "NO" TO QUESTION E (SHORT VERSION): SKIP TO BASIC DATA & ASK: AGE, GENDER, HOUSEHOLD SIZE, # VEHICLES IN HOUSEHOLD,)
IF "YES" TO QUESTION E: CONTINUE WITH LONG VERSION

Main Section

The next part of this survey takes about 25 minutes, on average.

PRIZE DRAWS: To encourage participation, Mustel Group will hold a prize draw for those who complete this survey. You would be entered in prize draws for a chance to win a cash prize of $500, a BCAA travel voucher worth $200 each or a one-year BCAA membership with a value of $62 each.

1. Now I'm going to ask you some questions about the type of transportation you use for local travel and the reasons for your trips around Greater Vancouver.

Let's start with the reasons people usually travel locally. I am going to read off a list of trip purposes, and as I read each one please tell me whether you usually travel for that purpose in a typical week.

1a) EVERYONE: Which of the following types of trips do you make in a typical week? (IF CANNOT ANSWER ABOUT "a typical week", ANSWER ABOUT LAST WEEK)

1b) Which types of trips do you usually make most often? READ ALL MENTIONED IN Q1a.

1c) Which types of trips do you usually make next most often? READ REMAINING IF NEEDED

1d) And which types of trips do you usually make least often? READ REMAINING IF NEEDED

1a) BASE: Total Regular Drivers	*1a*	*1b*	*1c*	*1d*
	All types of trips in typical week (or last week if no typical)	*Types make most often*	*Types make next most often*	*Types make least often*
i) (IF WORK F/T OR P/T OUTSIDE HOME) **Commute to Work or work-related**				
ii) (ALL) **To drop off or pick up Passengers**				
iii) (IF F/T OR P/T STUDENT) **Trips to Your School**				
iv) (ALL) **Trips to Go Shopping**				
v) (ALL) **Trips for Entertainment, socializing and recreation**: (gym, sports, restaurant, gas, theatre, movie, social group or interest group, visiting				
vi) (ALL) **Trips for Personal business**				

1e) DIRECTIVES:

ASK 1e) i) OF PEOPLE WHO WORK FULL-TIME OR PART-TIME OUTSIDE THE HOME IN Q.F
ASK 1e) iii) OF PEOPLE WHO GO TO SCHOOL FULL-TIME OR PART-TIME
ASK 1e) (ii), (iv), (v) and (vi) of ALL

1e) ASK FOR EACH TRIP PURPOSE RECORDED IN 1a) What is the main mode of transportation you usually use for your [INSERT TRIP PURPOSE] trips? READ MODE LIST ONLY IF NEED TO CLARIFY.

ANSWER CATEGORIES FOR Q1e	*i*	*ii*	*iii*	*iv*	*v*	*vi*
◆**Automobile only** (car/van/light truck/motorcycle) → PROBE: most of the time is that:						
• As driver alone (SOV)						
• Vehicle with one or more passengers (car/vanpool)						
• IF "AUTO ONLY" FOR PICKUP/DROP OFF TRIP TYPE, CODE AS: Vehicle with one or more passengers (car/vanpool)						
◆**Transit only**						
• Bus only						
• SkyTrain only						
• SeaBus only						
• West Coast Express only						
• HandyDART only						
◆**Other** (walking, cycling, boarding, blading, wheelchair):						
• Walk all the way						
• Cycle all the way						
• Skateboard/rollerblades all the way						
• Wheelchair/scooter (alone or transit combo)						
◆ **Combination Modes**						
Single occupant vehicle connecting to/from transit						
Car/vanpool (vehicle with one or more passengers) connecting to/from transit						
Bicycle connecting to/from transit						
Walking more than 2 city blocks connecting to transit						
OTHER SPECIFY: connecting to/from transit						

2/3 QUESTION ORDER: ASK Q2; THEN IF "YES", FOLLOW IMMEDIATELY WITH Q3

2. ASK ALL QUALIFIERS: Thinking of your trips within Greater Vancouver where you drive alone in a vehicle, within the past year have you done any of the following: READ. (SUBSEQUENT READINGS: Within the past year have you INSERT STATEMENT)

BASE: Total Regular Drivers	*YES / NO*
Eliminated any of your regular trips where you drove alone without passengers?	
Combined any of your regular trips where you drove alone without passengers, so that you make several stops in one outing?	
Switched any of your regular trips where you drove alone to using some other modes, such as transit for all or part of the trip, walking all the way, cycling or traveling in a vehicle with another person?	
Changed the time of day you travel in order to avoid traffic problems?	
NONE OF THESE	
DK/REFUSED	

3. IF "YES" TO ELIMINATED, COMBINED OR SWITCHED in Q2: Specifically, what prompted you to make this change/these changes in the way you travel, and what type of trip was it? RECORD SEPARATELY FOR ELIMINATED, COMBINED AND SWITCHED TRIPS

*BASE: Total **Switched** from SOV travel in past year (Q2)*	
3a) Specifically what prompted you to make this change or changes? PROBE FULLY FOR SPECIFICS/ 3 LINES OF VERBATIMS.	
3b) What was the purpose of the trip that you switched to another mode? DO NOT READ	
(IF WORK F/T OR P/T OUTSIDE HOME) **Commute to Work or work-related**	
(ALL) **To drop off or pick up Passengers**	
(IF F/T OR P/T STUDENT) **Trips to Your School**	
(ALL) **Trips to Go Shopping**	
(ALL) **Trips for Entertainment, socializing and recreation**: (gym, sports, restaurant, gas, theatre, movie, social group or interest group, visiting)	
(ALL) **Trips for Personal business**	

*BASE: Total **Eliminated** SOV travel in past year (Q2)*	
3a) Specifically what prompted you to make this change or changes? PROBE FULLY FOR SPECIFICS/ 3 LINES OF VERBATIMS.	
3b) What was the purpose of the trip that you eliminated? DO NOT READ	
(IF WORK F/T OR P/T OUTSIDE HOME) **Commute to Work or work-related**	
(ALL) **To drop off or pick up Passengers**	
(IF F/T OR P/T STUDENT) **Trips to Your School**	
(ALL) **Trips to Go Shopping**	
(ALL) **Trips for Entertainment, socializing and recreation**: (gym, sports, restaurant, gas, theatre, movie, social group or interest group, visiting	
(ALL) **Trips for Personal business**	

*BASE: Total **Combined** SOV travel in past year (Q2)*	
3a) Specifically what prompted you to make this change or changes? PROBE FULLY FOR SPECIFICS/ 3 LINES OF VERBATIMS.	
3b) What was the purpose of the trip that you combined with other trips? DO NOT READ	
(IF WORK F/T OR P/T OUTSIDE HOME) **Commute to Work or work-related**	
(ALL) **To drop off or pick up Passengers**	
(IF F/T OR P/T STUDENT) **Trips to Your School**	
(ALL) **Trips to Go Shopping**	
(ALL) **Trips for Entertainment, socializing and recreation**: (gym, sports, restaurant, gas, theatre, movie, social group or interest group, visiting	
(ALL) **Trips for Personal business**	

4a) ABILITY TO SWITCH TO SUSTAINABLE MODES:

Q4 SAMPLE CELL SPLIT:

1) One-quarter of sample at random asked about Q1a "most frequent" trip type
2) One-quarter of sample at random asked about Q1b "next most frequent" trip type
3) One-half of sample at random asked about Q1c "least frequent trip type
IF MULTIPLE WITHIN Q1a/b/c, CHOOSE ONE TYPE AT RANDOM.

Q4a) Now I'm going to describe some ways you could reduce the number of times you drive alone in your vehicle by one or two trips per week.

Thinking only about your **[INSERT A]** trips where you drive alone:
how easy or difficult would it be for you to: REPEAT FOR EACH OPTION AS APPLICABLE. REPEAT SCALE.

SCALE: Very easy, somewhat easy, somewhat difficult, very difficult RECORD AS SEPARATE CATEGORY: Have already made that change

4a-1) **Switch 2** of these **[INSERT A WORDING]** trips per week **to traveling with one or more other people in a private vehicle?**

4a-2) **Switch 2** of these **[INSERT A]** trips per week to **walking?**

4a-3) **Switch 2 [INSERT A]** trips per week to **cycling** for all or part of the trip?

4a-4) **Switch 2 [INSERT A]** per week to **transit** for all or part of the trip using a Park and Ride? IF VERY/SOMEWHAT EASY, ASK Q4b NEXT

4a-5) **Totally eliminate 2 [INSERT A]** trips per week, **[IF COMMUTING TO WORK:** for example, by working from home**]?**

4a-6) **Combine 2 [INSERT A]** trips per week with other trips so that you make several stops in one outing?

"INSERT A" WORDING: PER Q1a/b/c SAMPLE CELL

i) (IF WORK F/T OR P/T OUTSIDE HOME) Commuting to work or work-related
ii) Dropping off or picking up passengers
iii) (IF STUDENT) Going to your school
iv) Shopping
v) Going out for entertainment, socializing or recreation
vi) Personal business

4b). IF ANY "SOMEWHAT/VERY EASY" TO SWITCH TO **TRANSIT** FOR "MOST/NEXT/LEAST FREQUENT" TRIP AS ASKED IN Q4a:
If you were to switch one or two of your ["INSERT B" WORDING SOV TRIP PURPOSE*] where you drive alone without passengers to using **transit** for all or part of the trip, which transit modes would you be **most** likely to use? READ LIST/ RANDOM LIST ROTATION RECORD ALL MENTIONS/RECORD 2 TRANSIT MODES IF USED IN COMBINATION

BASE: Total SOV "somewhat/very easy" to switch to transit
SkyTrain
B-Line Bus
Regular City Bus
Community Shuttle Bus
West Coast Express
SeaBus
Combination Transit Mode: Specify:
Other: Specify:
NONE OF THESE (DNR)
DK/REFUSED (DNR)

4c). IF VERY DIFFICULT TO ALL IN Q4a: What are the main reasons that you would find it very difficult to reduce one or two of your ["INSERT B" WORDING SOV TRIP PURPOSE] trips per week where you drive alone without passengers? PROBE IN DETAIL/3 LINES OF VERBATIMS

BASE: Total SOV "very difficult to switch" (HALF FOR MOST FREQUENT SOV TRIP/ HALF FOR OTHER SOV TRIP)
DK/REFUSED (DNR)

4d). IF "VERY EASY" TO ANY IN Q4a: [*IF MORE THAN ONE "VERY EASY", RANDOMLY SELECT ONE VERY EASY SITUATION.*] Considering that it would be easy to reduce one or two trips alone in a vehicle each week by (INSERT METHOD OF REDUCING FROM Q4a... ["switching 2"], ["totally eliminating 2"], ["combining 2"] ... "INSERT B" TRIP PURPOSE READ IN Q4a), what would have to happen for you to consider making this change? PROBE IN DETAIL; 3 LINES OF VERBATIMS. PROBE FOR SPECIFICS.

BASE: Total somewhat/very easy to switch an SOV trip (HALF FOR MOST FREQUENT SOV TRIP/ HALF FOR OTHER SOV TRIP)
DK/REFUSED (DNR)

5. ALL SOV USERS AS A MAIN MODE FOR MOST FREQUENT TRIP: Next I'd like you to describe the type of transit service that would have to be available in your neighbourhood and about other changes in your life that would have to occur to make it possible to shift one or two of the trips you now make driving alone to (INSERT MOST FREQUENT TRIP PURPOSE) to using transit for at least part of the trip. I'll ask you some specific questions.

DISPLAY "MOST FREQUENT SOV" TRIP TYPE ON EACH SCREEN FOR Q5. REPEAT THIS TRIP TYPE AS NEEDED.

BASE: Total SOV for any trip purpose	
i) DO NOT READ: ABSOLUTELY IMPOSSIBLE TAKE TRANSIT NO MATTER WHAT CHANGES (volunteered)	**SKIP TO Q7**
ii) To which of the following types of transit would you be most likely to consider switching one or two of these [INSERT MOST FREQUENT PURPOSE] trips if you were able to make that change? ❑ a rail service like SkyTrain? ❑ a rail service like West Coast Express? ❑ a limited stop express B-Line bus service? ❑ small shuttle buses circulating in your neighbourhood and linking up to regional transit and major activity centres? ❑ regular city buses? ❑ SeaBus or other ferry service?	
ii) How often would the transit service need to run if you were to shift one or two [INSERT MOST FREQUENT PURPOSE] trips to transit? (RECORD MINUTES)	
iii) To what municipalities would you consider traveling by transit for these types of trips? RECORD MUNICIPALITY	
iv) What other aspects of comfort or convenience would you require to consider using transit for these types of trips? Please be as specific as possible (PROBE FULLY FOR SPECIFICS *e.g., if mentions "close to home" ask how close would the transit stop need to be to your home? To your destination?)*	
v) What other changes in your life would need to occur to make it	
possible to shift 1 or 2 [INSERT MOST FREQUENT PURPOSE] trips	
to this type of transit? Please be as specific as possible (PROBE FULLY FOR SPECIFICS)	

6. How important are the following transit improvements for you to consider switching one or two more trips to transit? Please use a 10-point scale where 10 means very important and one means not at all important.

Secured pay parking at the transit stops and stations ... typically these park and ride lots cost $1 per day?	
No more than one transfer between transit modes?	
Transit that is as on-time and reliable as a car?	
A transit trip that is as fast as driving?	
Transit that costs less than driving and paying for parking?	
You would be able to get a seat and not have to stand?	
On-board security cameras and more security personnel at stops and stations	

7. Next, we'd like you to tell us the extent to which you agree or disagree with the following statements. Please rate each statement using a 10-point scale where 10 means "agree completely" and 1 "means disagree completely". RANDOMIZE.

1. If I didn't have a car, I would have to move my residence location.
2.
3. I often find myself wasting time sitting in my vehicle in rush hour traffic
4. I am concerned about the high cost of owning and operating a vehicle.
5. I find driving in rush hour traffic stressful.
6. I enjoy having my own private space while driving.
7. I like seeing the same people on the bus every day and saying hello.
8. Taking transit allows me to read or relax on board which is a more productive use of my time than driving.
9. I take transit to save wear and tear on my car.
10. I often think about getting into an accident when driving in heavy traffic.
11.
12. Taking transit is too time consuming
13. I would take transit more if I had not already spent a lot of money on a vehicle.
14. I know I will get there on time if I drive rather than take transit.

8. ALL QUALIFIERS: Which, if any, of the following transportation improvements have you heard that TransLink has made in the past 5 years? ROTATE

BASE: Total Regular Drivers	
Opened the new SkyTrain Millennium Line	
Introduced limited stop express B-Line buses along Broadway to UBC and along Granville to the Airport and Richmond Centre, and in Coquitlam that can make the trip faster than a car	
Introduced Community Shuttle bus services that circulate around neighbourhoods in White Rock, Langley, Tri-Cities, New Westminster and Richmond, and connect up to major activity centres and regional transit services	
Made several million dollars of major road and bridge improvements	
Improved AirCare, HandyDART, and car/vanpool services	
NONE OF THESE	
DK/REFUSED	

READ TO ALL: In fact, TransLink has made all of the transportation improvements I have just read to you in the past 5 years.

9. Thinking of some of the transportation services that have been delivered by TransLink, how would you rate the value for money you receive for your transportation dollar?

Would you say it is excellent, good, fair or poor?

BASE: Total Regular Drivers	
Excellent	
Good	
Fair	
Poor	
DK/REFUSED	

10. BCAA MEMBERS: What specific road, bridge and transit improvements would you like to see BCAA advocating for on your behalf?

BASE: Total Regular Drivers	
DK/REFUSED	

11. Please tell me how much you agree or disagree with the following statements. Please rate each statement using a 10-point scale where 10 means "agree completely" and 1 "means disagree completely". RANDOMIZE.

1. I love driving and I love my car; sometimes I go out just to drive.
2.
3. I dislike having to time my life according to bus departure times.
4. I took transit for many years; now that I can afford a car, I avoid taking transit.
5. People usually rely on transit as their main mode of transportation for financial reasons
6. The type of vehicle people drive says a lot about their lifestyle and their status.
7. I often drive rather than take transit because it is raining.
8. My job requires a car or truck to visit clients or carry equipment; I wouldn't be able to do my job without a vehicle.
9. If there were less people driving alone in their cars we would all save travel time.
10. I often drive to work so that I can do several errands on the way to work or back home.
11. I need to drive so that I can pick up and drop off the kids or other passengers.
12. If I didn't have a car, there are a lot of things I wouldn't be able to do.

12. How concerned are you about global warming and air pollution? Please use a scale from 1 to 10 where 10 means "extremely concerned" and 1 means "not at all concerned".

BASE: Total Qualifiers (Regular Drivers)	
RATING	

13. Which one of the following do you believe is the largest single source of air pollution and global warming.: ROTATE READING ORDER TOP TO BOTTOM/BOTTOM TO TOP

BASE: Total Qualifiers (Regular Drivers)	
Private vehicles for personal use	
Commercial transport trucks and buses	
Household heating, appliances and home & garden equipment	
Trains, ships and planes	
Industry, farming and manufacturing	

14. We'd like to know ... overall how you would rate traveling around Greater Vancouver by private vehicle. Please use a 10-point scale where 10 means "very easy" and 1 means "very difficult".

BASE: Total Qualifiers (Regular Drivers)	
RATING	

15. Do you expect driving conditions in Greater Vancouver to improve, stay the same or get worse over the next 5 years?

BASE: Total Qualifiers (Regular Drivers)	
Improve	
Stay the same	
Get worse	
DON'T KNOW	

Recruitment for Phase 2: Mail-out plus callback

Everyone:

We really appreciate your participation today.

Phase 2 QUALIFIER: IF PERSON IS [A F/T OR P/T STUDENT OR WORKS FULL-TIME OR PART-TIME OUTSIDE THE HOME] AND **USES SOV TO COMMUTE TO WORK OR SCHOOL AT LEAST ONCE A WEEK** READ:

IF RESPONDENT DOES NOT COMMUTE BY SOV AT LEAST ONCE A WEEK TO WORK OR SCHOOL, SKIP TO BASIC DATA. (AFTER BASIC DATA ASK IF THERE IS SOMEONE ELSE IN THE HOUSEHOLD WHO DOES QUALIFY FOR Phase 2, AND ASK TO SPEAK TO THAT PERSON. RE-INTRODUCE. ASK BASIC DATA FOR OTHER PERSON AT END OF THE CONCEPT FOLLOW-UP SECTION.)

Qualifiers for Phase 2: We'd like to ask you to take part in a very short 6 to 8 minute (followup) survey in which you test some concepts that can people save time and money travelling around Greater Vancouver. Remember we are not selling or soliciting anything; we just want your opinions.

Mustel Group will hold an **additional** prize draw for those who also complete the follow-up survey. You would then be entered into the extra **prize draws** for more chances to win a cash prize of $500, a BCAA travel voucher worth $200 each or a one-year BCAA membership with a value of $62 each.

We would like to mail or email a 2-page list of travel choice descriptions to you and call you back in about 10 days for a short 6 to 8 minute follow-up interview? Would you agree to take part in this short survey?
IF YES: Which do you prefer ... mail or e-mail?

IF MAIL:
IF YES to mail-out: That's great! Thank you so much! In that case, may we please have your name or the name of the person in your household who commute to work driving alone in a vehicle and correct mailing address:

NAME: _____
MAILING ADDRESS: (DISPLAY FROM SAMPLE)
- ❑ CHECK IF CORRECT OR
- ❑ TYPE IN REVISION: _____

MUNICIPALITY: _____

IF E-MAIL:
IF YES to email: That's great! Thank you so much! In that case, may we please have your name or the name of the person in your household who commute to work driving alone in a vehicle and correct email address:

NAME: _____
E-MAIL ADDRESS:
TYPE IN: _____
To confirm, is that: REPEAT AND TYPE IN AGAIN: _____
IF DOES NOT MATCH, RE-CONFIRM AND TYPE IN AGAIN: _____

IF 'NO': To complete the first section you answered, may I just ask a couple of quick demographic questions to ensure that our sample includes all different types of people. CODE AS PHASE 1 ONLY COMPLETE (THEY ARE STILL ELIGIBLE FOR THE INITIAL PRIZE DRAW).

Demographics/ Life Stage Section

Now, finally a few questions to make sure we have represented all types of residents and to classify the data.

D1. When was the last time you used the public transit system in Greater Vancouver? READ IF NECESSARY

- ❑ Within the past week
- ❑ Within the past month, but not past week
- ❑ 2-6 months ago
- ❑ 7-12 months ago
- ❑ Longer than one year ago
- ❑ Never used it

D2. Into which of the following age categories may I place you:

- ❑ 16-24
- ❑ 25-34
- ❑ 35-44
- ❑ 45-54
- ❑ 55-64
- ❑ 65 or over

ASK STUDENTS FROM QF.

D3. Did you attend UBC or SFU and have a U-PASS this year?

- ❑ YES
- ❑ NO

D4. IF EMPLOYED/IN SCHOOL: Do you need to use to your vehicle while at work/school:

- ❑ most of the time,
- ❑ some of the time,
- ❑ rarely or
- ❑ never?

D5. EVERYONE: How many motor vehicles, including cars, trucks, vans and motorcycles, are insured for use by members of your household? Include both personal and business vehicles.

RECORD NUMBER
CARS/ VANS/TRUCKS ____ MOTORCYCLES/SCOOTERS____

D6a. How many people live in your household, including yourself? ___
D6b. IF D6a > 1: And how many are 16 years and over? ___

D7. Are you:

- ❑ Single
- ❑ Married
- ❑ Living together
- ❑ Divorced
- ❑ Widowed

D8. Are there any children under 18 years of age in your household?

- ❑ YES
- ❑ NO

D9. Which of the following broad groupings best describes your total household income before taxes for 2003? READ LIST.

- ❑ Under $30,000
- ❑ $30K to less than $50K
- ❑ $50K to less than $70K
- ❑ Or $70K and over
- ❑ REFUSED
- ❑ DON'T KNOW INCOME

In case my supervisor wishes to verify that I completed this interview, may I please have your name or initials? NAME/INITIALS: _____

IF WILLING TO DO FOLLOW-UP: Watch for the email/envelope in the mail from Mustel Group in the next few days with the concept descriptions. Can we make an appointment to call you back on _____

IF NOT ELIGIBLE FOR FOLLOW-UP: IF D6a > 1: One last question, does anyone in your household commute to work or school by driving alone in a vehicle at least once per week, on average (IF SCHOOL: while school is in session)?

NO → SKIP TO CLOSING
YES → May I please speak to that person? We would like to invite them to take part in a very short (6-minute) follow-up survey to test concepts that can save people time and money in their travel. (We are not selling or soliciting anything. They will also be eligible for a prize draw for participating.)

OTHER HOUSEHOLD MEMBER:

RE-INTRODUCE: Hello, I'm ___ of Mustel Group Market Research. We are conducting a study for TransLink and BCAA; We'd like to ask you to take part in a short 6 to 8 minute survey in which you'd test some concepts that can people save time and money travelling around Greater Vancouver. Remember we are not selling or soliciting anything; we just want your opinions.

Mustel Group will hold a prize draw for those who complete this survey. You would be entered in prize draws for a chance to win a cash prize of $500, a BCAA travel voucher worth $200 each or a one-year BCAA membership with a value of $62 each.

To see if you qualify for the survey, I need to as a couple quick questions:

Q1. (OTHER HHLD MEMBER SCREENING): Do you regularly drive to your work or your school alone in a vehicle, that is, at least once per week alone without passengers?

BASE: Total Follow-up	
YES	
NO	THANK & END

Q2. (OTHER HHLD MEMBER SCREENING): Are you currently: (**READ LIST)**

1a) BASE: Total Screened	
Employed full-time outside the home	
Employed part-time outside the home	
A full-time student	
A part-time student	
NONE OF THE ABOVE	THANK & END
REFUSED	THANK & END

Q3. (OTHER HHLD MEMBER) Are you a commercial driver? (delivery van/truck driver OR taxi/bus/limo driver)

BASE: Total Screened	
YES -- THANK AND TERMINATE FOR FOLLOW-UP SURVEY	
NO -- CONTINUE	

IF QUALIFIES:

We would like to invite you to take part in a short survey. We would like to mail or email a 2-page list of travel choice descriptions to you and call you back in about 10 days for a short 6 to 8 minute follow-up interview? Would you agree to take part in this short survey? IF YES: Which do you prefer ... mail or e-mail?

IF MAIL:

IF YES to mail-out: That's great! Thank you so much! In that case, may we please have your name or the name of the person in your household who commute to work driving alone in a vehicle and correct mailing address:

NAME: _____

MAILING ADDRESS: (DISPLAY FROM SAMPLE)

- ❑ CHECK IF CORRECT OR
- ❑ TYPE IN REVISION:_____

MUNICIPALITY: _____

IF E-MAIL:

IF YES to email: That's great! Thank you so much! In that case, may we please have your name or the name of the person in your household who commute to work driving alone in a vehicle and correct email address:

NAME: _____

E-MAIL ADDRESS:

TYPE IN:_____

To confirm, is that: REPEAT AND TYPE IN AGAIN:_____

IF DOES NOT MATCH, RE-CONFIRM AND TYPE IN AGAIN:_____

Please watch for the mail/email from the Mustel Group in the next week.

CLOSING FOR EVERYONE:

In case my supervisor may wish to verify this survey, may I please have your first name or initial?__ That completes our survey today. On behalf of Mustel Group, BCAA and the Greater Vancouver Transportation Authority, we wish to thank you again for your input. Have a pleasant day/evening!

BCAA-GVTA Transportation Choices Survey (A211)
June 24, 2004
Phase 2/Follow-up Questionnaire – Version: FINAL #3.1

Intro
SPEAK TO NAMED RESPONDENT

Hello, I'm ___ of Mustel Group, a professional opinion research firm. Recently you kindly agreed to participate in a follow-up to the Travel Choices survey being conducted on behalf of the Greater Vancouver Transportation Authority/TransLink and BCAA (the British Columbia Automobile Association). (IF ASKED, this takes on average about 6-8 minutes)

Ph2: Q1. Do you regularly drive to your work or your school alone in a vehicle, that is, at least once per week alone without passengers?

BASE: Total Follow-up	
YES	
NO	

Ph2: Q2. Did you receive the mail-out (or email) we sent to you?

BASE: Total Follow-up	
YES	
NO → We'd like to send you another copy, if that's ok. IF YES: Thanks. May we please confirm your address/email address? DISPLAY PREVIOUS INFO. RECORD IF INCORRECT OR CORRECT. RE-ENTER IF INCORRECT AND REPEAT TO CONFIRM.	

Ph2: Q3. Have you had an opportunity to read the material?

BASE: Total Follow-up		
YES	*Thank you! I'd like to get your opinions now on these new transportation concepts. Would you like to retrieve the mail-out for reference?*	
NO	*In that case, could we still proceed with the follow-up survey now and I will read the concepts to you as we go along.*	
YES →	CONTINUE	
NO →	*When would be a more convenient time for you?* *IF NECESSARY, by participating you will be making an important contribution to your community. You also will be entered for a chance to win $500, a BCAA travel voucher worth $200 or a BCAA membership worth $62.*	

Screener and Basic Data Section as in Phase 1: (ASK if not the original Phase 1 respondent)

Before we start, just a couple quick questions ...

A-1. GENDER **[OBSERVE & RECORD]**

MALE	
FEMALE	

A-2. and B: NOT NEEDED

C. Are you a commercial driver? (delivery van/truck driver OR taxi/bus/limo driver)

YES -- THANK AND TERMINATE FOR FOLLOW-UP SURVEY	
NO -- CONTINUE	

D. Are you, yourself, currently a member of BCAA (the British Columbia Automobile Association)?

YES → Are you the primary BCAA member or an associate member?	
Primary member (main member/receives mailings)	
Associate member	
Don't know/not sure	
NO	

E. Do you drive a car, van or truck in Greater Vancouver at least three times per week for personal use, such as driving to work, shopping, etc.?

YES: CONFIRM "at least 3 times per week on average?"	
NO	

F. IF NOT ALREADY ASKED: Are you currently: (**READ LIST**)

Employed full-time outside the home	
Employed part-time outside the home	
Working from your home	
A Homemaker	
Unemployed	
A full-time student	
A part-time student	
Retired	
REFUSED	

G. **MUNICIPALITY:** RETRIEVE RESPONSE FROM ORIGINAL RESPONDENT OR FROM OMNI: DO NOT RE-ASK MUNICIPALITY

Ph2: Q4. I'm going to go through each new transportation concept. Then assuming this new option were introduced, I'll ask how likely you would be to switch any trips where you now drive alone (without passengers/ single occupant vehicle trips) to instead using transit, carpooling, walking or cycling as a mode of travel for all or part of the trip... that is, driving part of the way and using one of these other modes for the rest of the way.

Also, please note, we understand that sometimes people might like to make changes but cannot do so for various reasons, so please be as realistic as possible in giving your answers.

Let's start with this transportation concept / Here is another transportation concept:
(INSERT CONCEPT# FOR REFERENCE IF RESPONDENT HAS RETRIEVED MAIL-OUT)
READ CONCEPT DESCRIPTION THEN ASK a/b

CONCEPTS #1-5,8,9
4a. If this [INSERT TITLE] concept/option were introduced, how likely would you be to use [INSERT APPROPRIATE TEXT – SEE BELOW] Would you say you are...

CONCEPT #1 (ASK ALL)
4a. If this option was introduced of "$4 per day secured parking available only to people with a transit pass or ticket", ... how likely would you be to use transit for part of your trip instead of driving alone without passengers at least once a month on a regular basis? Would you say you are...

CONCEPT #2 (ASK ALL)
(C2) 4a. If this concept was introduced of "lockers and showers at work or school for commuters who cycle, walk, jog, blade, board or wheelchair", ... how likely would you be to use these modes for all or part of your trip instead of driving alone without passengers at least once a month on a regular basis? Would you say you are...

CONCEPT #3 (EXCLUDE STUDENTS)
(C3) 4a. If this concept was introduced of "a guaranteed ride home for employees who take transit or carpool/vanpool to work", ... how likely would you be to use these modes for all or part of your trip instead of driving alone without passengers at least once a month on a regular basis? Would you say you are...

CONCEPT #4 (EXCLUDE STUDENTS)
(C4) 4a. If this concept was introduced of "free van for vanpooling to work", ... how likely would you be to use this work vanpool for your trip instead of driving alone without passengers at least once a month on a regular basis? Would you say you are...

CONCEPT #5 (ASK ALL)
(C5) 4a. If this concept was introduced of "a local ride-matching service", ... how likely would you be to use this carpool/vanpool service for your trip instead of driving alone without passengers at least once a month on a regular basis? Would you say you are...

CONCEPT #6 (EXCLUDE STUDENTS)
(C6) 4a. If the option of "working from home two days per week" were introduced at your workplace, ... how likely would you be to choose this option and so reducing the number of trips you make to work each month? Would you say you are...

CONCEPT #7 (EXCLUDE STUDENTS)
(C7) 7ai. Do you currently pay for parking at work?

BASE: Total Follow-up	
YES → Continue	
NO → Go To Concept #8	

(C7) 7aii. How much do you pay on a monthly basis for parking at work?

BASE: Total Follow-up	*Per month*
ENTER AMOUNT:	

(C7) 7aii. If you could buy a monthly transit pass for 15% / 30% less per month than what you currently pay for parking at work, ... how likely would you be to switch to commuting by transit? Would you say...

BASE: Total Follow-up		
Very likely	ASK b	
Somewhat likely	ASK b	
Not very likely	SKIP TO NEXT CONCEPT	
Not at all likely to use it	SKIP TO NEXT CONCEPT	
DON'T KNOW/REFUSED	SKIP TO NEXT CONCEPT	

CONCEPT #8 (ASK ALL)
(C8) 4a. If this concept was introduced of "a neighbourhood program to eliminate one single occupant vehicle trip per week", ... how likely would you be to use transit, carpooling, walking or cycling for all or part of your trip instead of driving alone without passengers at least once a month on a regular basis? Would you say you are...

CONCEPT #9 (EXCLUDE STUDENTS)
(C9) 4a. If this concept of "a commuter car share" were introduced, ... how likely would you be to use one of the shared commuter cars for all or part of your trip to or from work instead of driving alone without passengers at least once a month on a regular basis? Would you say you are...

Ph2: Q4b. Next please think of a trip as one-way travel to a destination. Remember that return trips, such as going home, count as separate trips. For example, a trip to work and directly back home would be TWO one-way trips.

If the [INSERT TITLE] concept/option were introduced, how many one-way trips in an average week or month do you think you would [INSERT CONCEPT-CUSTOMIZED TEXT]?

BASE: Total Follow-up	*Per week*	*OR Per month*
ENTER NUMBER OF ONE-WAY TRIPS:		
CONFIRM AND ASK: Does that include return trips?		

Q4b: INSERT CONCEPT-CUSTOMIZED TEXT BELOW

Concept #1: ... switch to **transit** for part of the trip instead of driving the whole way alone (without passengers)?

Concept #2: ... switch to **alternative modes, such as cycling, walking, jogging, blading, boarding or wheelchair** ... for all or part of the trip instead of driving the whole way alone (without passengers)?

Concept #3: ... switch to **transit or carpool/vanpooling** for all or part of the trip instead of driving the whole way alone (without passengers)?

Concept #4: ... switch to **vanpooling** ... for all or part of the trip instead of driving the whole way alone (without passengers)?

Concept #5: ... switch to **carpool or vanpooling** for all or part of the trip instead of driving the whole way alone (without passengers)?

Concept #6: If the "working from home two days a week" option were introduced how many one way trips in an average week or month would you stop making if you were to switch to **working from home** two days a week?

Concept #7: ... switch to **transit** for all or part of the trip instead of driving the whole way alone (without passengers)?

Concept #8: ... switch to **using transit, walking, cycling or carpooling** instead of driving the whole way alone (without passengers)?

Concept #9: ... **make using one of these shared commuter cars**?

TRAVEL CHOICE CONCEPTS:

1. [SPLIT CELLS: $2/$4] per day secured parking available only to people with a transit pass or ticket. Multi-purpose parking structures with retail services would be located adjacent to SkyTrain stations, SeaBus terminals and bus exchanges in municipalities outside Vancouver, for people who want to drive part of the way and then take transit. Errands can also be completed as part of the trip. Retail services at the parking structure might include a large low cost grocery store, dry cleaning establishment, movie rental and transit fare dealer. [SPLIT CELLS: $2 / $4] per day secured parking would be available only to people with a transit pass or transit ticket.

2. Lockers and showers at work or school (for commuters who cycle, walk, jog, blade, board, wheelchair). Lockers and showers would be provided at your place of employment or school for people who cycle, walk, jog, blade, board or wheelchair to work or school.

3. (Not applicable to students) Guaranteed ride home for employees who take transit or car/vanpool to work. Your employer would provide a guaranteed ride home for employees who take transit or car/vanpool to work but sometimes have to work late.

4. (Not applicable to students) Free van for vanpooling to work. Your employer would provide a free company car or van to employees in your area for vanpooling to work. Employees would be picked up at their door and dropped off at work; the vanpool can use HOV lanes for a faster trip; employees would pay only the cost of gas and insurance for their trip.

5. Local ride-matching service. You would be able to use a local ride-matching service, by calling a 1-800 number, or registering on-line to match you with people in your neighbourhood, or on your route, who would be travelling to and from the same destination at the same time each day so that you could car/vanpool together.

6. (Not applicable to students) Work 2 days from home. You would be able to work from home 2 days a week, with regular communication by e-mail and Internet video camera.

7. (Only applicable if you currently pay for parking at work and are not a student) Choice of paying less for transit than for parking. Your employer would offer you the option of buying an employee annual transit pass at [SPLIT CELLS: 15% / 30%] less than the cost of reserved parking at work.

8. Neighbourhood program to eliminate one single occupant vehicle trip per week. A transportation consultant would meet with you at no charge at your place of work or home, to review your local travel patterns and suggest ways in which you can save time and money by using transit, walking, cycling or carpooling for at least one trip per week. By working with this transportation consultant you and your neighbours could get involved in a neighbourhood program in which each household would eliminate one single occupant vehicle trip per week.

9. (Not applicable to students) Commuter Car Share. As a transit rider you could use a car from a pool of cars located at major transit exchanges or stations to get to and from that station to work.

Screener and Basic Data Section as in Phase 1: (if not the original Phase 1 respondent)

Demographics/ Life Stage Section

Now, finally a few questions to make sure we have represented all types of residents and to classify the data.

D1. When was the last time you used the public transit system in Greater Vancouver? READ IF NECESSARY

- ❑ Within the past week
- ❑ Within the past month, but not past week
- ❑ 2-6 months ago
- ❑ 7-12 months ago
- ❑ Longer than one year ago
- ❑ Never used it

D2. Into which of the following age categories may I place you:

- ❑ 16-24
- ❑ 25-34
- ❑ 35-44
- ❑ 45-54
- ❑ 55-64
- ❑ 65 or over

ASK STUDENTS FROM QF.

D3. Did you attend UBC or SFU and have a U-PASS this year?

- ❑ YES
- ❑ NO

D4. IF EMPLOYED/IN SCHOOL: Do you need to use to your vehicle while at work/school:

- ❑ most of the time,
- ❑ some of the time,
- ❑ rarely or
- ❑ never?

D5. IF OTHER HHLD MEMBER, RETRIEVE FROM PHASE 1 RESPONDENT; IF OMNI RECRUIT, ASK: How many motor vehicles, including cars, trucks, vans and motorcycles, are insured for use by members of your household? Include both personal and business vehicles.

RECORD NUMBER
CARS/ VANS/TRUCKS ____ MOTORCYCLES/SCOOTERS____

D6a. IF OTHER HHLD MEMBER, RETRIEVE FROM PHASE 1 RESPONDENT; IF OMNI RECRUIT, ASK: How many people live in your household, including yourself? ___

D6b. IF OTHER HHLD MEMBER, RETRIEVE FROM PHASE 1 RESPONDENT; IF OMNI RECRUIT, ASK: IF D6a > 1: And how many are 16 years and over? ___

D7. Are you:

- ❑ Single
- ❑ Married
- ❑ Living together
- ❑ Divorced
- ❑ Widowed

D8. IF OTHER HHLD MEMBER, RETRIEVE FROM PHASE 1 RESPONDENT; IF OMNI RECRUIT, ASK: Are there any children under 18 years of age in your household?

- ❑ YES
- ❑ NO

D9. . IF OTHER HHLD MEMBER, RETRIEVE FROM PHASE 1 RESPONDENT; IF OMNI RECRUIT, ASK: Which of the following broad groupings best describes your total household income before taxes for 2003? READ LIST.

- ❑ Under $30,000
- ❑ $30K to less than $50K
- ❑ $50K to less than $70K
- ❑ Or $70K and over
- ❑ REFUSED
- ❑ DON'T KNOW INCOME

In case my supervisor wishes to verify that I completed this interview, may I please have your name or initials? NAME/INITIALS: _____

CLOSING:

That completes our follow-up survey. In thanks for your participation, Mustel Group will be holding prize draws for a chance to win $500, a BCAA travel voucher worth $200 or a BCAA membership worth $62. On behalf of the Greater Vancouver Transportation Authority and BCAA, thank you again for your input and helping your community!!

Transportation Concept Descriptions

Thank you for agreeing to participate in this important study for TransLink and BCAA. By participating you are making an important contribution to your community, as the results will be used to better understand and meet residents' transportation needs.

Please read through the concepts listed below. We will call back in the next week or so to ask how interested you would be in using such services.

1. **[$2/$4] per day secured parking available only to people with a transit pass or ticket.** Multi-purpose parking structures with retail services would be located adjacent to SkyTrain stations, SeaBus terminals and bus exchanges in municipalities outside Vancouver, for people who want to drive part of the way and then take transit. Errands can also be completed as part of the trip. Retail services at the parking structure might include a large low cost grocery store, dry cleaning establishment, movie rental and transit fare dealer. $2 per day secured parking would be available only to people with a transit pass or transit ticket.

2. **Lockers/showers at work (for commuters who cycle, walk, jog, blade, board, wheelchair).** Lockers and showers would be provided at your place of employment for people who cycle, walk, jog, blade, board or wheelchair to work.

3. **Guaranteed ride home for employees who take transit or carpool/vanpool to work.** Your employer would provide a guaranteed ride home for employees who take transit or car/vanpool to work but sometimes have to work late.

4. **Free van for vanpooling to work.** Your employer would provide a free company car or van to employees in your area for vanpooling to work; employees would be picked up at their door and dropped off at work; the vanpool can use HOV lanes for a faster trip; employees would pay a small fee for gas and insurance.

5. **Local ride-matching service.** You would be able to use a local ride-matching service, by calling a 1-800 number, or registering on-line to match you with people in your neighbourhood, or on your route, who would be travelling to and from the same destination at the same time each day so that you could car/vanpool together.

6. **Work 2 days from home.** You would be able to work from home 2 days a week, with regular communication by e-mail and Internet video camera.

7. **(If you currently pay for parking at work:) Choice of paying less for transit than for parking.** Your employer would offer you the option of buying an employee annual transit pass at [15%/30%] less than the cost of reserved parking at work.

8. **Neighbourhood program to eliminate one single occupant vehicle trip per week.** A transportation consultant would meet with you at no charge at your place of work or home, to review your local travel patterns and suggest ways in which you can save time and money by using transit, walking, cycling or carpooling for at least one trip per week. By working with this transportation consultant you and your neighbours could get involved in a neighbourhood program in which each household would eliminate one single occupant vehicle trip per week.

9. **Commuter Car Share.** As a transit rider you could use a car from a pool of cars located at major transit exchanges or stations to get to and from that station to work.

We look forward to talking with you in the next week or so!

402 – 1505 West Second Avenue
Vancouver, BC V6H-3Y4
general@mustelgroup.com
www.mustelgroup.com
Tel 604.733.4213

Report of Calls

Report of Calls – Phase 1	
	Total
Total Attempted:	**15,810**
Out of Scope	**2,915**
Not in service/number changed/moved	2,271
Modem/fax line/business	644
Total Potential:	**12,895**
No answer/busy	1,933
Answering machine	1387
Respondent not available	639
Contacts	**8,936**
Refused/terminated partway	6,122
Language/communication problem	1,068
Willing participants	**1746**
Non-qualifier (occupation, another Transit survey)	278
Total Completions (long and short)	**1461**
Not interested in using transit (short survey)	561
Potential user (long survey)	900
Contacts (% of potential)	69%
Willing to participate (% of potential)	14%

Report of Calls – Phase 2	
	Total
Total Attempted:	**461**
Out of Scope	**14**
Not in service/number changed/moved	11
Modem/fax line/business	3
Total Potential:	**447**
No answer/busy	36
Answering machine	22
Respondent not available	36
Contacts	**353**
Refused/terminated partway	20
Language/communication problem	1
Willing participants	**332**
Requested new copy of materials	
Non-qualifier (occupation, another Transit survey)	5
Total Completions	**327**
Contacts (% of potential)	79%
Willing to participate (% of potential)	75%

							TOTAL	Likelihood of Using Regularly				Proportion of Trips		
	Current Transit User Trips	Non-Transit User Trips	Total Trips	Index	Basis for Ranking	RANK	Base Size (n =)	Very likely	Some-what likely	Total Likely	Ave. # trips /week	% Current	% Non	Index Total
Concept 1a -- $2 Parking	97,592.70	47,844.17	145,436.88	0.49	0.492	7	152	13%	26%	39%	4.1	33%	16%	49%
Concept 1b -- $4 Parking	78,469.43	64,390.88	142,860.31	0.48	0.483	8	175	15%	23%	38%	4.4	27%	22%	48%
Concept 2 -- Lockers and showers	83,518.97	54,925.21	138,444.18	0.47	0.468	9	327	16%	15%	31%	4.5	28%	19%	47%
Concept 3 -- Guaranteed Ride Home	100,763.60	62,457.40	163,221.00	0.55	0.552	4	313	18%	22%	40%	4.8	34%	21%	55%
Concept 4 -- Free Van for vanpooling to work	170,081.37	125,799.14	295,880.52	1.00	1.000	1	313	30%	17%	47%	6.8	57%	43%	100%
Concept 5 -- Local ride matching	87,517.13	88,487.14	176,004.27	0.59	0.595	3	327	15%	20%	35%	5.9	30%	30%	59%
Concept 6 -- Work 2 days from home	93,959.60	90,357.46	184,317.06	0.62	0.623	2	313	39%	11%	50%	4.0	32%	31%	62%
Concept 7a -- Pay 15% less for transit than parking at work	0.00	0.00	0.00	0.00	0.000	10	24	12%	15%	27%	5.9	0%	0%	0%
Concept 7b -- Pay 30% less for transit than parking at work	0.00	0.00	0.00	0.00	0.000	10	36	10%	23%	33%	5.6	0%	0%	0%
Concept 8 -- Neighbourhood program to eliminate two SOV trips/week	93,689.51	53,202.12	146,891.63	0.50	0.496	6	327	15%	22%	37%	4.3	32%	18%	50%
Concept 9 -- Commuter Car Share	89,161.58	68,145.45	157,307.03	0.53	0.532	5	313	14%	21%	35%	5.8	30%	23%	53%

Total Study Area Pop. 16+ 1,437,019	Concept 1a		Concept 1b		Concept 2		Concept 3		Concept 4		Concept 5	
	$2 Secured Parking		$4 Secured Parking		Lockers and Showers		Ride Home (for employed)		Free Van (for employed)		Ride Matching	
TRIPS	*Current Transit User*	*Non Transit User*	*Current Transit User*	*Non Transit User*	*Current Transit User*	*Non Transit User*	*Current Transit User*	*Non Transit User*	*Current Transit User*	*Non Transit User*	*Current Transit User*	*Non Transit User*
ACTUAL BASE SIZE	**51**	**101**	**57**	**118**	**108**	**219**	**103**	**210**	**103**	**210**	**108**	**219**
WEIGHTED BASE SIZE	**47**	**105**	**50**	**125**	**97**	**230**	**92**	**217**	**92**	**217**	**97**	**230**
Very likely	0.24	0.076	0.155	0.143	0.197	0.151	0.248	0.155	0.338	0.289	0.15	0.16
Somewhat likely	0.248	0.275	0.354	0.189	0.198	0.13	0.222	0.219	0.175	0.163	0.163	0.212
(Row 4 x .2) + (Row 5 x .1) =	*0.182*	*0.0427*	*0.166*	*0.0475*	*0.148*	*0.0432*	*0.1795*	*0.0529*	*0.21275*	*0.0741*	*0.11575*	*0.0532*
Pop. 16+ (2001 Statistics Canada for approp. area)	1,437,019	1,437,019	1,437,019	1,437,019	1,437,019	1,437,019	1,437,019	1,437,019	1,437,019	1,437,019	1,437,019	1,437,019
Target Mkt as Proportion of x-section	0.085	0.202	0.085	0.202	0.085	0.202	0.076	0.179	0.076	0.179	0.085	0.202
Ave # trips anticipate per week**	4.39	3.86	3.67	4.67	4.62	4.38	5.14	4.59	7.32	6.9	6.19	5.73
PROJECTED ONE-WAY TRIPS	***97,592.70***	***47,844.17***	***78,469.43***	***64,390.88***	***83,518.97***	***54,925.21***	***100,763.60***	***62,457.40***	***170,081.37***	***125,799.14***	***87,517.13***	***88,487.14***
INDEXED TO #4 (Free van for vanpooling to work)	***0.330***	***0.162***	***0.265***	***0.218***	***0.282***	***0.186***	***0.341***	***0.211***	***0.575***	***0.425***	***0.296***	***0.299***
TOTAL ONE-WAY TRIPS	***145,436.88***		***142,860.31***		***138,444.18***		***163,221.00***		***295,880.52***		***176,004.27***	
INDEXED TO #4 (Free van for vanpooling to work)	***0.49***		***0.48***		***0.47***		***0.55***		***1.00***		***0.59***	
Total pop. of target market	*412,424.45*		*412,424.45*		*412,424.45*		*366,439.85*		*366,439.85*		*412,424.45*	
PROJECTED Rider/Pot. pop. for concept	*22,230.68*	*12,394.86*	*20,276.34*	*13,788.20*	*18,077.70*	*12,540.00*	*19,603.81*	*13,607.28*	*23,235.16*	*19,060.48*	*14,138.47*	*15,442.78*
Total proj. pop. for concept (curr. + pot.)	***34,625.55***		***34,064.54***		***30,617.70***		***33,211.09***		***42,295.64***		***29,581.25***	
% of target mkt interested in concept	*0.08*		*0.08*		*0.07*		*0.09*		*0.12*		*0.07*	
% of total study area pop.interested in concept	*0.02*		*0.02*		*0.02*		*0.02*		*0.03*		*0.02*	

	Concept 6		Concept 7a **		Concept 7b **		Concept 8		Concept 9	
	Work 2 Days From Home (for employed)		15% Less for Transit (if pay for parking at work)		30% Less for Transit (if pay for parking at work)		Neighbourhood program to eliminate one SOV trip/week		Commuter Car Share (for employed)	
TRIPS	*Current Transit User*	*Non Transit User*	*Current Transit User*	*Non Transit User*	*Current Transit User*	*Non Transit User*	*Current Transit User*	*Non Transit User*	*Current Transit User*	*Non Transit User*
ACTUAL BASE SIZE	**103**	**210**	**7**	**17**	**15**	**21**	**108**	**219**	**103**	**210**
WEIGHTED BASE SIZE	**92**	**217**	**4**	**18**	**14**	**20**	**97**	**230**	**92**	**217**
Very likely	0.403	0.382	0.449	0.044	0.176	0.04	0.202	0.123	0.171	0.13
Somewhat likely	0.102	0.112	0.229	0.134	0.361	0.143	0.226	0.218	0.255	0.186
(Row 4 x .2) + (Row 5 x .1) =	*0.227*	*0.0876*	*0.28175*	*0.0222*	*0.17825*	*0.0223*	*0.1575*	*0.0464*	*0.14925*	*0.0446*
Pop. 16+ (1996 Statistics Canada for approp. area)	1,437,019	1,437,019					1,437,019	1,437,019	1,437,019	1,437,019
Target Mkt as Proportion of x-section	0.076	0.179					0.085	0.202	0.076	0.179
Ave # trips anticipate per week**	3.79	4.01					4.87	3.95	5.47	5.94
PROJECTED ONE-WAY TRIPS	***93,959.60***	***90,357.46***					***93,689.51***	***53,202.12***	***89,161.58***	***68,145.45***
INDEXED TO #4 (Free van for vanpooling to work)	***0.318***	***0.305***					***0.317***	***0.180***	***0.301***	***0.230***
TOTAL ONE-WAY TRIPS	***184,317.06***						***146,891.63***		***157,307.03***	
INDEXED TO #4 (Free van for vanpooling to work)	***0.62***						***0.50***		***0.53***	
Total pop. of target market	*366,439.85*						*412424.45*		*366,439.85*	
PROJECTED Rider/Pot. pop. for concept	*24,791.45*	*22,533.03*					*19238.09*	*13468.89*	*16,300.11*	*11,472.30*
Total proj. pop. for concept (curr. + pot.)	***47,324.48***						***32,706.98***		***27,772.40***	
% of target mkt interested in concept	*0.13*						*0.079304181*		*0.08*	
% of total pop.interested in concept	*0.03*						*0.02*		*0.02*	

Italics=formula calculation Non-italics = data input

** Concept 7a/b -- base sizes too small for analysis